

Press release

Healthy Coffee Gains Inroads in China Market by Participating in the Northeast China Import Fair held in Shenyang, China

Newport Beach, CA, September 24, 2009

Healthy Coffee International, Inc. (Pink Sheets: HCEI) has finished its first foray into the Mainland China consumer market by exhibiting and setting up a unique mobile marketing system at the Northeast China Import Fair, September 11-14, 2009.

With over 35,000 attendees, including over 3,000 Chinese government procurement officials, Healthy Coffee was one of the most sought out and popular displays in the show. Chinese consumers are developing a taste for high quality coffees and beverages and their fixation on the health issue was particularly interesting. The added feature of affordably owning their own mobile retail stores were also of great interest as many attendees wanted to sign up for the business on the spot!

With the assistance of the American International Business Council (www.americaninternationalbusinesscouncil.com) and the Pacific Rim Chamber of Commerce (www.pacrimcc.org) headed by its Chairman Holmes Stoner, the Healthy Coffee USA officials personally met the highest level officials in the local, provincial and national levels attending the show as well as high level people from Mongolia, Russia, Korea and Japan who had a strong presence there. The CCPIT (China Council for the Promotion of International Trade) President, Mr. Li Jun and his staff were very supportive and helped all the way through the process. With the new subway under construction in the city serving over 1,000,000 patrons a month, Healthy Coffee could very well acquire 5 prime locations after it opens in 2010!

Mr. Louie Aguiluz, Director of Business Development for Healthy Coffee USA commented: "My team and I had a truly eye opening experience seeing the huge China consumer market first hand and seeing the tremendous potential that is in front of the company! We are very excited with the response of the visitors in our booth, and we are looking forward to put plans in motion to develop big business there in the future."

Rick Aguiluz, CEO of Healthy Coffee International, added: "China has over 150,000,000 regular coffee drinkers with more on the way, and we look forward to getting a share of this big market."

ABOUT HEALTHY COFFEE INTERNATIONAL, INC.

Healthy Coffee International, Inc. is focused on bringing health to the world's largest and most popular drink, coffee. The company's proprietary formulas combine the health benefits of Ginseng, Reishi Mushroom, and other top quality ingredients with the world's finest coffee beans to create a line of deliciously healthy instant gourmet coffee drinks. Healthy Coffee is well positioned in the market place at the intersection of three mega-billion dollar industries: coffee, wellness and energy drinks, and has quickly established offices in 8 countries and distributors in 23 other countries through its marketing subsidiary

Healthy Coffee USA, Inc. (www.HealthyCoffee.com) which uses a simple and unique Internet-driven international business model that allows the average person to own and operate a local, national, or international coffee distribution or coffee house business with very little capital investment or overhead. For more information, visit www.HCEI.biz.

Safe Harbor Statement: This release contains forward-looking statements with respect to the results of operations and business of Healthy Coffee International, Inc., which involves risks and uncertainties. The Company's actual future results could materially differ from those discussed. The Company intends that such statements about the Company's future expectations, including future revenues and earnings, and all other forward looking statements be subject to the "Safe Harbors" provision of the Private Securities Litigation Reform Act of 1995.

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