

Jammin Java Corp. Engages National Coffee Service & Vending (NCS&V) For Exclusive National Sales Initiative in US

*NCS&V To Oversee US Sales and Marketing of Jammin Java's Gourmet Coffee Line In Office
Coffee Services/ Break Room Market*

LOS ANGELES -- April 5, 2011 -- Jammin Java Corp. (OTC Bulletin Board: JAMN) has engaged National Coffee Service & Vending (NCS&V) to oversee the national sales initiative for its Jammin Java gourmet coffees within the US office coffee services (OCS)/ break room market. NCS&V will deploy its broker network to generate sales nationwide for the Jammin Java brand.

“We are truly fortunate to have secured the services of NCS&V, a Sales Agency with a proven track record of nationally rolling out companies in the OCS space,” said Rohan Marley, Chairman of Jammin Java Corp. “As we seek to raise US awareness of the Jammin Java line of gourmet coffee & tea within the OCS/ break room market, we could not have chosen a more powerful ally to help us achieve our long-term sales and marketing goals.”

“NCS&V is excited about the opportunity to represent Jammin Java”, said Brent Toevs of NCS&V. “Rohan and his team have a great vision for this company and brand and we are confident that we can help them to accomplish their goals.”

The NCS&V team are leading sales agents and consultants in the office coffee service, vending, water and office products industries. NCS&V provides a full line of coffee-related products from single cup solutions, private label, branded, ground or whole bean coffee. Jammin Java joins NCS&V's impressive roster of clients, who include National Coffee Roasters, Donut Shop Classics, Cafe Classics, Bernie's Coffee & Tea, Autocrat Coffee On Demand, Newco Fresh Cup Brewer, Thermo Concepts, Renewal Water, Biodegradable Food Service – TaterWare & Earth Cup, and Mavea Water Technology.

About Jammin Java Corp.

Jammin Java Corp. is a US-based company providing premium roasted coffee on a wholesale level to the service, hospitality, office coffee service and big box store industry. Jammin Java is a fully reporting company quoted on the OTCBB under the symbol JAMN. For more information, please visit the company's website at www.jamminjavacoffee.com or to purchase the coffee go to www.MarleyCoffee.com.

About National Coffee Service & Vending

The NCS&V team are leading sales agents and consultants in the office coffee service, vending, water and office products industries. NCS&V has been representing the finest suppliers and their products for over 25 years. Through our extensive broker network, we can offer our products and programs to any location, coast to coast in the United States and Canada. For more information, please visit the company's website at www.ncsv.net, or contact Brent Toevs at 561-632-9750.

“Safe Harbor” Statement

Under The Private Securities Litigation Reform Act of 1995: The statements in the press release that relate to the company’s expectations with regard to the future impact on the company’s results from new products in development are forward-looking statements, within the meaning of the Private Securities Litigation Reform Act of 1995. Certain oral statements made by management from time to time and certain statements contained in press releases and periodic reports issued by Jammin Java Corp. (the “Company”), as well as those contained herein, that are not historical facts are “forward-looking statements” within the meaning of Section 21E of the Securities and Exchange Act of 1934 and, because such statements involve risks and uncertainties, actual results may differ materially from those expressed or implied by such forward looking statements.

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