



CONTACT:

Greg Bortz
Managing Partner
Creo Capital Partners
(310) 230-6200

Nick Sternberg
Partner
Creo Capital Partners
(310) 230-6201

Rob Holland
Partner
Creo Capital Partners
(310) 230-6202

**Creo Capital Partners to Acquire Assets of Zero Debt Bottling Corp.,
dba 505 Southwestern**

Albuquerque, NM - August 20, 2007 – Zero Debt Bottling Corp., doing business as 505 Southwestern (“505 Southwestern”), announced today that it has been acquired by an affiliate of Creo Capital Partners II, L.P. (“Creo”). The purchase price was not disclosed.

The acquisition marks Creo’s fifth investment in the frozen and branded food space and is expected to result in increased sales activity, enhanced customer support, and other synergies between 505 Southwestern and Creo’s other food businesses.

Nick Sternberg, Partner of Creo Capital Partners said, “Creo has strong expertise in the branded food space and 505 Southwestern is a great addition to our food portfolio. 505 Southwestern has strong customer relationships and a very good reputation for its high quality, healthy product offerings. The vast majority of 505 Southwestern products are all natural and organic, a fast growing segment of the food industry. We look forward to introducing the brand into distribution channels that we have developed through our other food portfolio companies. We also remain focused on further investments in the food and beverage space that complement our existing portfolio.”

John Labbett, CEO of Creo portfolio company First Street Food Group, LLC, will assume the role of CEO of the business. Roy Solomon, the founder of 505 Southwestern, will head the manufacturing division of the business and will also remain actively involved in the marketing and distribution of the 505 Southwestern products.

505 Southwestern sells all natural and organic green and red chile sauces, salsas and fajita marinades through leading retailers and club stores throughout the country, as well as directly to the public via the Internet (www.505chile.com). The brand has benefited from strong consumer brand name recognition, new product innovations, superior product quality, creative packaging and innovative marketing.

Nixon Peabody LLP acted as legal advisors to Creo in this transaction.

Creo Capital Partners is a Los Angeles-based private equity firm specializing in organizing, structuring and sponsoring recapitalizations, restructurings and acquisitions of small cap and mid-market companies. Creo Capital Partners focuses on partnering with management to create superior returns for all stakeholders. Established in early 2005, Creo Capital Partners has invested in companies in a wide range of industries including the frozen food, seafood, construction supply, transportation, engineering, and apparel sectors. Creo Capital Partners is currently making investments out of its second fund, Creo Capital Partners II, L.P.