

Press Release

FOR IMMEDIATE RELEASE
9 A.M. EDT, January 25, 2011

**HALL OF FAME BEVERAGES ANNOUNCES ITS NEW ACTING PRESIDENT & DIRECTOR OF
BRAND MARKETING AND NEVADA OFFICE OPENING**

LOS ANGELES, CA--(MARKETWIRE - JANUARY 25, 2011) - (PINKSHEETS: HFBG) Hall of Fame Beverages, Inc. would like to announce Thomas W. Love, III as the new President & Director Of Brand Management & Marketing for the company. Thomas has spent 15 years in the U.S. beverage and consumer goods industry developing brands as a national product marketing manager for groups such as Stacy's Pita Chips, Werther's Storck U.S.A., Snapple, Vitamin Water and Crossmark to name a few. Thomas gained national and retail placements for Pitbull energy drink & bar in national club programs, such as 7-Eleven, Walgreen's, McLane and Sysco. Thomas was responsible for increasing the sales of these brands in excess of hundreds of millions of dollars and helped build their companies into desirable investments for buyers in the industry.

Hall of Fame's founder, Larry Johnson, Grandmamma, says, "Thomas will expose the Hall of Fame brand to everything that's made other name brands successful."

Johnson is also excited to announce operational enhancements, which includes closing of the Los Angeles, California office and securing of a new office at: 1201 Jones Boulevard, Suite 100, Las Vegas, Nevada 89146. Johnson will be working fulltime, hands-on with his staff in this location from February 1, 2011 onward.

Additional operational enhancements include improvement of product labeling and fact information for manufacturing purposes, as well as redesigning of the company website.

All company activities conducted prior to the current changes will be re-evaluated, and recommendations for increased efficiencies will be released in an upcoming Preliminary Plan of Action within thirty days.

The Biagio Cru is still in place, as Hall of Fame looks forward to continuing to work with them. All deals currently in place will move forward as scheduled.

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