

NEWS RELEASE

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**SAN DIEGO ARCHITECT PROVIDES INNOVATIVE GREEN DESIGNS FOR
ORGANIC CAFES**

SAN DIEGO, CA, Oct 30, 2007 -- Not only is the food environmentally conscious, but so is the actual environment at Organic To Go's new retail locations in Southern California thanks to the innovative "green" designs of San Diego-based Bluemotif Architecture. Organic To Go, the nation's first fast casual cafe chain to be certified as an organic retailer, has enlisted the services of Bluemotif to design its new San Diego and Los Angeles area locations. To reinforce Organic To Go's strong commitment to the environment, Bluemotif designed cafes for the organic retailer that feature a palette of sustainable, renewable and recyclable building materials and finishes. For example, bamboo plywood, a highly renewable building material due to bamboo's ability to be easily and quickly re-grown, is found on the cafe tabletops and custom cabinetry. The cabinetry is accented with details made of 3-Form glazing created from recycled plastic content and organic materials while Kirei board, a material composed of sustainably harvested sorghum wheat, encases cafe signage and wall art.

"It has been a wonderful opportunity to work with an innovative company like Organic To Go from the early conceptual stages of planning through the creative process of branding and developing its identity in the design of its cafes," said Matthew Ellis of Bluemotif. "We worked hard to create an architectural design that accurately reflects Organic To Go's earth conscious philosophies and food by providing functional and attractive cafe environments using sustainable, natural and organic finishes and materials whenever possible."

The first San Diego Organic To Go cafe opened this past September 24th on 6th Avenue and has been met with enthusiasm by the community. As many as 8 cafes are currently slated to open in Southern California within the next year.

"Bluemotif has done a nice job capturing the spirit of our company and what we represent," said Jason Brown, founder and CEO of Organic To Go. "They found a way to represent the freshness and purity of the food we serve in the ambiance of our cafes."

About Bluemotif Architecture

Founded in 2002 by award-winning architect Matthew Ellis, Bluemotif is a San Diego-based architecture firm that has established itself at the forefront of high-end custom restaurant design. A leading innovator and practitioner of sustainable design in San Diego, Bluemotif was most recently awarded the SDG&E "Energy Efficiency Integration Award" and a Citation award by the San Diego Chapter of The American Institute of Architects (AIA) at its 2007 Design Awards for the firm's use of green building concepts and materials on the Barrio Logan Design Guild (B.L.D.G) a mixed use commercial space that houses The Guild Restaurant + Lounge, a fabrication shop and office space. Bluemotif strives to incorporate sustainable design practices into each of its projects. For more information about Bluemotif and its current and past projects, visit the Bluemotif website.

About Organic To Go (OTCBB: OTGO)

Based in Seattle, Organic To Go is the nation's first fast casual cafe chain to be certified as an organic retailer. Organic To Go's locations can be found in the heart of multi-tenant office towers, on corporate campuses, college campuses, in hospitals and at Los Angeles International Airport. The company's multi-channel business model includes retail, delivery and wholesale operations. Organic To Go's mission is to become the leading certified organic provider of organic and natural soups, salads, sandwiches, entrees and other food products to corporate, university and other institutional customers in selected urban areas nationwide. All Organic To Go fare is made with organic ingredients whenever possible, and is always natural and created with care for the environment. For more information, visit the Organic To Go website.

For more information about Bluemotif Architecture, please contact:

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