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FOR IMMEDIATE RELEASE

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**NUCO2 AND NEW WORLD RESTAURANT GROUP
ENTER INTO MASTER SERVICE AGREEMENT**

Contract Will Eventually Cover all Einstein Bros. and Noah's Bagel Restaurants

STUART, FLORIDA, May 10, 2006 – NuCO2 Inc. (NASDAQ: NUCO), the largest supplier in the U.S. of bulk CO2 systems and services for carbonating fountain beverages, announced that it has entered into a master service agreement with New World Restaurant Group, Inc. covering two of its largest concept chains.

Under the master service agreement, NuCO2 will provide beverage grade quality CO2, as well as service, to all of New World's company-owned Einstein Bros. and Noah's Bagel restaurants. Currently, NuCO2 services and supplies approximately 225 out of 626 company-owned and franchised units in both chains, up from approximately 100 a year ago. Additional restaurants will be added to NuCO2's customer roster as existing agreements with other suppliers expire.

“This agreement with NuCO2 provides us with the assured quality of CO2 for our soda fountains, NuCO2's national footprint which will assure prompt 24/7 service as needed, and the fact that in time we will be dealing with a single vendor for all our stores that will measurably help our bookkeeping,” said Ron Vail, Vice President of Supply Chain for New World. “It provides us with a one-stop shopping solution where our soft drink beverages are concerned.”

“New World's Einstein Bros. and Noah's Bagel restaurants, with outlets in 34 states plus the District of Columbia, are standard setters in the bagel industry, and we appreciate this opportunity to serve them,” said Jack Wilson, Chief Customer Officer of NuCO2. “We look forward to the day when we can supply all New World's restaurants, and are excited about having the future opportunity to deliver what we do best, which is the highest quality beverage grade CO2 and superior customer service which drive fountain soft drink sales and profits.”

About New World Restaurant Group

New World is a leading company in the quick casual restaurant industry that operates locations primarily under the Einstein Bros. and Noah's New York Bagels brands and primarily franchises locations under the Manhattan Bagel Brand. As of January 3, 2006, the company's retail system consisted of 626 locations, including 435

company-owned locations, of which 352 are Einstein Bros. Bagels, as well as 121 franchised and 70 licensed locations, of which 67 are Einstein Bros. Bagels, in 34 states, and the District of Columbia. The company also operates a dough production facility. The company's stock is traded under the symbol NWRG.PK. Visit www.newworldrestaurantgroup.com for additional information.

About NuCO2

NuCO2 Inc. is the leading and only national provider of bulk CO2 products and services to the U.S. fountain beverage industry. With service locations within reach of virtually all of the fountain beverage users in the Continental U.S., NuCO2's experienced professionals comprise the largest network of sales and support specialists in the industry serving national restaurant chains, convenience stores, theme parks and sports and entertainment complexes, among others. NuCO2's revenues are largely derived from the installation, maintenance and rental of bulk CO2 systems and delivery of beverage grade CO2, which are increasingly replacing high pressure CO2, until now the traditional method for carbonating fountain beverages. The technology offers consistent quality, greater ease of operation, and heightened efficiency and safety utilizing permanently installed on-site cryogenic storage tanks. NuCO2 provides systems and services that allow its customers to spend more time serving their customers. Visit the Company's website at www.nuco2.com.

Statements contained in this press release concerning the Company's outlook, competitive position and other statements of management's beliefs, goals and expectations are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in or implied by the statements. With respect to such forward-looking statements, we claim protection under the Private Securities Litigation Reform Act of 1995. These risks and uncertainties include, but are not limited to, the ability of the Company to add new accounts, competition and future operating performance. The Company disclaims any obligation to update any forward-looking statement as a result of developments occurring after the date of this press release.

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