

For Immediate Release

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**Refreshing New PlumSmart Plum Juice
Meets Boomers' Healthy Demand for Regularity, Naturally**

When Everything's "Working," Life is Sweet

July 1, 2006, Yuba City, CA – Health professionals agree that the body operates at peak performance when all parts are working properly, including the digestive tract. "Regularity," the process by which the body moves food through digestion and absorbs nutrition while eliminating waste, is a vital contributor to overall daily health. When the body isn't moving food properly, or is "irregular," unwanted short- and long-term effects can impact one's lifestyle. Up to today, solutions for irregularity include products that are medicinal and do not appeal to the pallet.

Fantastic news has just been announced by the innovative juice producers at Sunsweet® with the introduction of New PlumSmart® Plum Juice. PlumSmart® is a crisp, refreshing, 100% juice that provides an exceptional combination of nutrients that contribute to help keep your digestive system healthy and in balance. In fact, Sunsweet research unveiled that about 25% of Americans suffer from digestive health diseases, and the remaining population is interested in daily regularity for good health. This trend is expected to grow as Baby Boomers age.

PlumSmart® is a pleasingly tart-tasting, all-natural juice that wakes up palates while providing the essential nutrients to maintain a healthy digestive routine. For both juice lovers and those whose morning regimen includes a fiber laxative or prune juice, PlumSmart® offers a refreshing combo: great taste with natural laxative activity and soothing herbal ingredients in a tangy eight-ounce serving.

This crisp, refreshing juice is a tasty tonic for digestive health that appeals especially to baby boomers, a generation that thrives on a lifestyle that is active. Boomers prefer natural options to the daily hassles of aging, like nutritious foods with the bonus of health benefits. Plum juice acts as a natural laxative while delivering other nutrients to the body. PlumSmart® is an example of a “neutraceutical” food that fits with daily habits of eating right, exercising to stay fit and avoiding pharmaceutical solutions to the body’s natural aging imbalances.

"Juice drinkers tend to be very interested in health and wellness, and healthy eating trends have created demand for fiber-rich products," according to Steve Kollars, director of nutrition and innovation for Sunsweet®, America’s top selling brand of prune juice. "70 million Americans struggle with digestive issues. From our decades of providing solutions to this problem with natural prune juice, we know consumers prefer a natural alternative to medications."

In recent years, Sunsweet® had the opportunity to go back to the drawing board and develop an innovative juice with all the nutritional benefits of prune juice but with a new refreshing flavor and texture that would appeal to boomers. Instead of drying the plums, as for prune juice, juice is quickly extracted and cooled to maintain all the nutrients and a fresh, crisp plum flavor along with a ruby-red appearance to make PlumSmart® Plum Juice.

Fiber, magnesium, potassium and sorbitol are the essential vitamins and minerals that naturally occur in plum juice to help keep the digestive tract moving. Chicory root is added as a natural source of fiber that increases the beneficial cultures in the digestive tracts. The herbals ginger and chamomile are also added as natural stomach-soothers. For a great digestive health routine, try starting your day with one eight-ounce glass of PlumSmart, four to five times a week. Each glass equals a full serving of fruit—a great start towards getting the daily recommended servings of fruits and vegetables.

PlumSmart® is available nationwide at major retailers. Shoppers will find this smart new juice in the juice aisle, available in 48-ounce bottles with a suggested retail price of \$3.99 - \$4.29.

Headquartered in Yuba City, CA, Sunsweet Growers, Inc. is one of the world's largest handler of dried fruits including dried plums, apricots, cranberries and raisins. A grower-owned marketing cooperative representing a substantial share of the dried plum market worldwide, Sunsweet processes more than 60,000 tons of dried plums a year. Additionally, Sunsweet has state-of-the-art bottling facilities that produce single and multi-serve beverages with capacity of more than 25,000,000 cases annually. Sunsweet boasts an enviable brand recognition of 85 percent in American households, placing it in the very top rank of long-standing successful American products.

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