



Contact: Daniel Portolan

Phone: 310-966-5858

E-mail: dportolan@pomwonderful.com

For Immediate Release

POM WONDERFUL® LAUNCHES LITE POM

Pomegranate grower's new line of all-natural pomegranate juice cocktails delivers delicious pomegranate taste and antioxidants with no added sugars or artificial sweeteners

LOS ANGELES, CA (May 31, 2011) - POM Wonderful debuts LITE POM, a lighter, more refreshing version of POM Wonderful Pomegranate Juice that is 100% all-natural and contains no added sugar or artificial sweeteners.

LITE POM's light taste and affordable price expands the POM Wonderful Pomegranate Juice experience to include all-day refreshment for value-minded consumers.

"We like to think of LITE POM as a light beverage done right - a clean, all-natural beverage that showcases the distinct taste of POM and whose refreshing taste profile will appeal to a wide range of consumers," said Matt Tupper, President of POM Wonderful. "By virtue of its lighter taste, LITE POM opens up new occasions for people to enjoy POM and by virtue of its price point it makes POM accessible to new consumers like value-conscious families."

LITE POM begins with pure pomegranate juice from Wonderful variety pomegranates grown and juiced by POM Wonderful in its central California orchards. It is then tempered with water, infused with tea and sweetened with pure fruit juices – all natural ingredients that complement the deliciously distinct taste of POM without the high fructose corn syrup or artificial sweeteners commonly associated with light drinks and juice cocktails.

LITE POM's buoyant, crisp taste, affordable price and low calorie count makes it ideal as an all-day refreshment for the whole family —perfect as a healthy alternative to apple juice in the morning, to re-hydrate after exercise or to be enjoyed anytime during the hot summer months. For health-conscious consumers who watch their daily caloric intake, LITE POM provides the same powerful polyphenol antioxidants found in POM Wonderful 100% Pomegranate Juice with fewer calories per serving.

“As the leader in the pomegranate business, POM Wonderful is committed to making only the finest, all-natural pomegranate products that deliver the powerful antioxidants found in our Wonderful variety pomegranates,” added Tupper.

Located in the produce sections of grocery stores nationwide, LITE POM is available in four tantalizing flavors: Pomegranate, Pomegranate Black Currant, Pomegranate Blackberry and Pomegranate Dragonfruit. Packaged in POM Wonderful’s iconic curvaceous bottle, LITE POM is colored with pastel hues and available in a convenient 16oz. size. LITE POM has a Suggested Retail Price of \$2.49. An up-to-date store locator can be found at www.pomwonderful.com/about/locator.

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About POM Wonderful

POM Wonderful is the largest producer of California Wonderful pomegranates and the company exclusively grows and sells this variety. POM Wonderful’s pomegranates grow in central California, in the sunny San Joaquin Valley. Fresh pomegranates are in season from October through January and November is National Pomegranate Month.

Through its proprietary technology, POM Wonderful is able to extract the full benefits of polyphenol antioxidants from its pomegranates. POM Wonderful uses its fresh pomegranates to make its delicious, all-natural POM Wonderful 100% Pomegranate Juice and extract POMx, an all-natural, ultra-potent concentration of polyphenol antioxidants. POM Wonderful Pomegranate Juice, LITE POM and POMx Tea are available year-round in the refrigerated section of produce departments in supermarkets nationwide. The POMx family of products includes POMx Pills, POMx Bars and POMx Shots which are available online and in select markets. To learn more, visit www.pomwonderful.com.

Tree to Bottle

POM Wonderful grows, handpicks and juices its own pomegranates which means that each bottle of POM Wonderful 100% Pomegranate Juice is guaranteed to contain pure pomegranate juice that consistently delivers superior taste and a potent serving of the Wonderful variety’s unique blend of polyphenol antioxidants.

Backed by Science

Since 1998, POM Wonderful has supported over \$34 million in research on Wonderful variety pomegranates, which has involved top scientists from leading universities around the world, including a Nobel Laureate. So far, over 50 studies have been published in peer-review journals. Primary research areas have included prostate and cardiovascular health, among others.

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