



23F, China Development Bank Tower  
No.2, Gaoxin 1st Road  
Xi'an, Shaanxi, China 710075

## **SkyPeople Fruit Juice Retains HC International, Inc. as Corporate Communications Advisor**

XI'AN, China, Dec. 16 /PRNewswire-Asia-FirstCall/ -- SkyPeople Fruit Juice, Inc. (NYSE Amex: SPU) ("SkyPeople" or "the Company"), a Chinese producer of concentrated apple, kiwifruit, pear and a branded consumer fruit juice line, today announced that it has retained HC International, Inc. ("HC International") as its strategic investor relations advisor to assist the Company in broadening its presence in the financial markets while helping investors gain a better understanding of SkyPeople's core business and financial attributes. Matthew Hayden, John Mattio, and the rest of the HC International team will be advising the Company in all facets of corporate and financial communications.

"The team at HC International is well-respected and has a proven track record of representing successful China-based, U.S.-listed companies. Through our efforts to increase and improve communications with our investor base, we have selected HC International to provide us with strategic investor relations services," said Yongke Xue, Chief Executive Officer of SkyPeople. "We are confident that HC International will enable us to more proactively communicate our business model, growth strategy and competitive advantages to the investment community and convey our value proposition and business strategy to a wider audience, while providing a greater level of corporate transparency to shareholder and public investors alike."

### **About HC International, Inc.**

HC International, Inc. is a China information resource for institutional investors, hedge funds, independent portfolio managers, buy and sell-side analysts, small to large retail brokerage firms and accredited individual investors. HC International will leverage its recognized investment community relationships to help capitalize on their clients' key business attributes, while helping management to articulate its future growth opportunities. Additionally, the firm will extend their clients' investor awareness programs, shareholder communications and coordinate introductions to key industry and sell-side analysts as part of a comprehensive IR program.

### **About SkyPeople Fruit Juice, Inc.**

SkyPeople Fruit Juice, Inc. is a holding company of Shaanxi Tianren. Shaanxi Tianren is a company organized according to the laws of the People's Republic of China. Shaanxi Tianren's main products are concentrated apple, kiwifruit, pear and other fruit juices for domestic and international consumers. Its brand, HEDETANG(R), is positioned as a high quality, healthy and nutritious juice concentrate and clear juice product used both as an ingredient component in other products and an end-use juice concentrate product. Shaanxi Tianren utilizes the largest kiwifruit plantation in China and is a leading producer of concentrated kiwifruit juice in Asia. For more information, please visit <http://www.skypeoplefruitjuice.com>.



23F, China Development Bank Tower  
No.2, Gaoxin 1st Road  
Xi'an, Shaanxi, China 710075

### **Forward-Looking Statements**

This press release contains certain "forward-looking statements" that involve a number of risks and uncertainties. There can be no assurance that such statements will prove to be accurate and the actual results and future events could differ materially from management's current expectations. Such factors include, but are not limited to, the Company's ability to obtain the necessary financing to continue and expand operations, to market its products in new markets and to offer products at competitive pricing, to attract and retain management, and to integrate and maintain technical information and management information systems, political and economic factors in the People's Republic of China, compliance requirement of laws and regulations of the PRC, the effects of currency policies and fluctuations, general economic conditions and other factors detailed from time to time in the Company's filings with the United States Securities and Exchange Commission and other regulatory authorities. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

### **For more information, please contact:**

Company:

SkyPeople Fruit Juice, Inc.

Ms. Spring Liu, CFO

Tel: +1-818-390-1272

Email: [springliu@skypeoplejuice.com](mailto:springliu@skypeoplejuice.com)

Investor Relations:

John Mattio

HC International, Inc.

Tel: +1-203-616-5144 (US)

Email: [john.mattio@hcinternational.net](mailto:john.mattio@hcinternational.net)