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SkyPeople Fruit Juice Introduces Four New Labels for Hedetang Juice Beverages

Wal-Mart, Trust-Mart and La Cuisine Royale will be stocked with newly labeled Hedetang Juices through February 2011

XI'AN, China, Feb. 7, 2011 /PRNewswire-Asia-FirstCall/ -- SkyPeople Fruit Juice, Inc. (Nasdaq: SPU) ("SkyPeople" or "the Company") a processor of kiwifruit, apple, pear and other concentrated specialty fruit juices and manufacturer of Hedetang-branded fruit beverages, revealed four new Hedetang juice labels for a 500ml bottle to retail customers and distributors at the Company's launch event in Xi'an on December 28, 2010 and has now begun shipping to their customer bases in Xi'an and Beijing. The Management expects to expand distribution of Hedetang-branded fruit juice beverages to 200 retail locations in multiple cities including Beijing, Tianjian, Wuhan and Xi'an by the end of the second quarter of 2011.

Link to new beverage packaging:

<http://www.skypeoplefruitjuice.com/products/fruit-juice-beverages>

"Our design team has been developing new packaging for Hedetang juices for the last four months," began Mr. Yongke Xue, CEO of SkyPeople Fruit Juice. "We now sell six flavors of Hedetang juices in 280 ml glass bottles, our new 500 ml glass bottle and case packs, including apple juice, pear juice, kiwifruit juice, mulberry juice, kiwifruit cider and mulberry cider. We position our juices at a premium retail price of 4.80 yen or \$0.73 US dollars for the 280 ml bottle, 11.80 yen or \$1.79 US dollars for the 500 ml bottle and 78.00 yen or \$11.84 for our 6-pack box. Our pricing, unique flavors and superior taste of our beverages allow us to retain shelf space at some of the best known food retailers in China. We are extremely pleased with our results so far, with our beverage sales growing by an impressive 89%, from \$5.3 million in 2008 to \$10.0 million in 2009. The new labels, along with expanded distribution into new markets, will help increase our brand awareness and sales." Initial shipments of juices with the new packaging began in Xi'an on January 28, 2011. Customers shipped included Wal-Mart, Trust-Mart, which was acquired by Wal-Mart, and La Cuisine Royale. The Company anticipates building momentum after the Chinese New Year Holiday through in-store tasting campaigns and sales road shows. SkyPeople has also secured marketing support from more than 30 large-scale retail stores in Xi'an to feature Hedetang juices with the Company's new labels at high-traffic locations in beverage aisles.

Link to product on retail.

<http://www.skypeoplefruitjuice.com/products/in-the-stores>



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SkyPeople currently sells Hedetang juices to more than 100 retail stores in Xi'an, Beijing, Wuhan, Tianjian and other cities in China. Hedetang juices generated \$15.1 million in sales in the first nine months of 2010, representing 31% of revenues. Management projects continued sales growth for Hedetang, driven by new products and expanded distribution.

About SkyPeople Fruit Juice, Inc.

SkyPeople Fruit Juice, Inc., a Florida company, through its wholly-owned subsidiary Pacific Industry Holding Group Co., Ltd., a Vanuatu company, holds 99.78% ownership interest in SkyPeople Juice Group Co., Ltd. ("SkyPeople (China)"). SkyPeople (China) is engaged in the production and sales of fruit juice concentrates (including fruit purees, fruit puree concentrates, and clear fruit juice concentrates), fruit beverages (including fruit juice beverages and fruit cider beverages), and other fruit related products (including primarily organic and non-organic fresh fruits, kiwifruit seeds and apple aroma) in and from the PRC. Its fruit juice concentrates are sold to domestic customers and exported directly or via distributors. Fruit juice concentrates are used as a basic ingredient component in the food industry. Its brand, Hedetang, which is a registered trademark in the PRC, is positioned as a high quality, healthy and nutritious end-use juice beverage. For more information, please visit <http://www.skypeoplefruitjuice.com>.

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 PRC, 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.

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