



23F, China Development Bank Tower
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Xi'an, Shaanxi, China 710075

SkyPeople Fruit Juice Announces Conference Call to Discuss First Quarter 2012 Results

XI'AN, China, May 10, 2012 /PRNewswire-Asia-FirstCall/ -- SkyPeople Fruit Juice, Inc. (NASDAQ: SPU) ("SkyPeople" or "the Company"), a producer of fruit juice concentrates, fruit beverages and other fruit-related products, today announced that it will hold a conference call on Tuesday, May 15, 2012, at 9:00 a.m. Eastern Time to discuss its financial results for the first quarter ended March 31, 2012.

The Company's CEO, Mr. Yongke Xue, and Mr. Xin Ma, the CFO, will host the call.

To attend the live conference call, please dial in at least 10 minutes before the call to ensure timely participation. Please use the dial-in information below. When prompted by the operator, mention the conference Pass Code.

Conference Call

Date:	Tuesday, May 15, 2012
Time:	9:00 a.m. Eastern Time, US.
Conference Line Dial-In:	+1-866-394-2209
International Dial-In:	+1-706-758-1481
Conference Pass Code:	79908497

To access the replay, please dial + 1-855-859-2056 within the United States or + 1-404-537-3406 when dialing internationally, and enter the pass code 79908497 for the replay. The replay will be available on May 15th, 2012 at 12:00 pm.

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>.



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COMPANY

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