



23F, China Development Bank Tower
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SkyPeople Fruit Juice Sponsors Kiwi Trade Fair

XI'AN, China, Oct. 15, 2014 /PRNewswire/ -- SkyPeople Fruit Juice, Inc. (NASDAQ: SPU - News) ("SkyPeople" or "the Company"), a producer of fruit juice concentrates, fruit juice beverages and other fruit-related products, today announced that it was a sponsor of the Third Annual China-Shaanxi Kiwi Fruit Industrial Development Fair held on October 14, 2014 in Mei County, China. The trade fair was supported by China's Ministry of Agriculture and The People's Government of Shaanxi Province and co-sponsored by several important agricultural trade groups as well as The People's Government of Baoji City and The People's Government of Mei County.



Mr. Hongke Xue, Chief Executive Officer of SkyPeople, commented, "Our participation in this premier trade fair highlights enables the Company to expand its visibility among producers and customers and gain the latest in industry knowledge as the region's kiwi expertise and capabilities continue to gain prominence."

The Company's Hedetang-branded fruit juice beverages also drew major attention at the trade fair as a key product for distribution for the area's kiwi output. The trade fair also highlighted the viability and importance of kiwi fruit in Mei County and emphasized the region's importance as a large-scale manufacturing center as well as its branding efforts.

About SkyPeople Fruit Juice, Inc.

SkyPeople Fruit Juice, Inc., a Florida company, through its wholly-owned subsidiary Pacific Industry Holding Group Co., Ltd. ("Pacific"), a Vanuatu company, and SkyPeople Juice



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International Holding (HK) Ltd., a company organized under the laws of Hong Kong Special Administrative Region of the People's Republic of China and a wholly owned subsidiary of Pacific, holds 99.78% ownership interest in SkyPeople Juice Group Co., Ltd. ("SkyPeople (China)"). SkyPeople (China), together with its operating subsidiaries in China, is engaged in the production and sales of fruit juice concentrates, fruit beverages, and other fruit related products in the PRC and overseas markets. 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 brands, "Hedetang" and "SkyPeople," which are registered trademarks in the PRC, are positioned as high quality, healthy and nutritious end-use juice beverages. 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 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:

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