



23F, China Development Bank Tower
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SkyPeople Enters into Agreement with China Aigo O2O Technology Inc. (Beijing)

XI'AN, China, March 6, 2017 /PRNewswire/ -- SkyPeople Fruit Juice, Inc. (NASDAQ: SPU) ("SkyPeople" or "the Company"), a producer of fruit juice concentrates, fruit juice beverages and other fruit-related products, today announced that on March 1, 2017, Hedetang Foods (China) Co., Ltd. ("Hedetang Foods"), a wholly-owned subsidiary of SkyPeople Fruit Juice, Inc., signed a one-year business agreement with China Aigo O2O Technology Inc. (Beijing) and joined the latter's Aigo Integrity Alliance.

The Aigo Integrity Alliance is a smart Online to Offline (O2O) platform owned by China Aigo O2O Technology (Beijing), which is the most valued subsidiary of the Aigo Network Technology Co. The Aigo Integrity Alliance has invested heavily to build an O2O platform and developed five unique, world-leading patented technologies in the Mobile Internet arena. The Aigo Integrity Alliance is assisting Chinese companies in all industries to form a win-win model by utilizing a reward system (Patriot Points), VIP meetings, micro-media communications and a resource sharing platform. Participating companies can cooperate in an anti-counterfeit alliance and can work together to compete fairly with overseas brands. With over six million currently registered users and hundreds of millions of members anticipated in the next three years, Aigo Integrity Alliance is considered to be the largest free integrity platform formed by Chinese enterprises.

About the Aigo Integrity Alliance

The Aigo Integrity Alliance is a high-technology platform owned by China Aigo O2O Technology (Beijing), which is the most valued subsidiary of the Aigo Network Technology Co. The platform went online on July 7, 2014. All participating companies have to be well-qualified to be listed on the platform, and their rankings are based on the product quality and merchant integrity. The Aigo Integrity Alliance has attracted over 10,000 Chinese products and six million registered users since it has been established.

About Hedetang Foods (China) Co., Ltd.

Hedetang Foods (China) Co. Ltd. ("Hedetang Foods") is a wholly owned subsidiary of SkyPeople Fruit Juice, Inc., focused on the sale of food, fruit juice and other fast-moving consumer goods products. The company innovatively combines e-commerce and Mobile Internet marketing methods for agricultural products, and promotes the "Hedetang" brand



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through e-commerce channels, which it considers a highly effective business model and branding method. It is anticipated that Aigo Integrity Alliance will accelerate the growth of Hedetang Foods as its Mobile Internet platform is expected to attract millions of users per month. An important objective of the company for 2017 is to accelerate the transformation and upgrading of its business and to expedite the realization of large-scale sales goals in the Chinese market.

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 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 73.42% ownership interest in SkyPeople Juice Group Co., Ltd. ("SkyPeople (China)") and 100% ownership interest in SkyPeople Foods (China) Co., Ltd. ("SkyPeople Foods China"). SkyPeople (China) and ("SkyPeople Foods China"), together with their operating subsidiaries in China, are engaged in the production and sales of fruit juice concentrates, fruit beverages, and other fruit related products in the PRC and overseas markets. The Company's 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>.

Safe Harbor Statement

Certain of the statements made in this press release are "forward-looking statements" within the meaning and protections of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended, or the Exchange Act. Forward-looking statements include statements with respect to our beliefs, plans, objectives, goals, expectations, anticipations, assumptions, estimates, intentions, and future performance, and involve known and unknown risks, uncertainties and other factors, which may be beyond our control, and which may cause the actual results, performance, capital, ownership or achievements of the Company to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. All statements other than statements of historical fact are statements that could be forward-looking statements. You can identify these forward-looking statements through our use of words such as "may," "will," "anticipate," "assume," "should," "indicate," "would," "believe," "contemplate," "expect,"



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"estimate," "continue," "plan," "point to," "project," "could," "intend," "target" and other similar words and expressions of the future.

All written or oral forward-looking statements attributable to us are expressly qualified in their entirety by this cautionary notice, including, without limitation, those risks and uncertainties described in our annual report on Form 10-K for the year ended December 31, 2015 and otherwise in our SEC reports and filings, including the final prospectus for our offering. Such reports are available upon request from the Company, or from the Securities and Exchange Commission, including through the SEC's Internet website at <http://www.sec.gov>. We have no obligation and do not undertake to update, revise or correct any of the forward-looking statements after the date hereof, or after the respective dates on which any such statements otherwise are made.

For more information, please contact:

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