



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

## **SkyPeople Fruit Juice, Inc. Sets Date for 2010 Annual Shareholders Meeting**

XI'AN, China, June 9 /PRNewswire-Asia-FirstCall/ -- SkyPeople Fruit Juice, Inc. (Nasdaq:SPU) ("SkyPeople" or the "Company"), a manufacturer of kiwifruit, apple, pear and other concentrated specialty fruit juices and manufacturer of Hedetang(R)-branded fruit beverages, today announced that its 2010 Annual Stockholders Meeting ("2010 Annual Meeting") will be held at 10:00 a.m. Eastern Daylight Time on Monday, June 28, 2010. Investors have the option of attending the meeting in New York, or joining a teleconference call.

Event: SkyPeople Fruit Juice 2010 Shareholders Meeting  
Date: Monday, June 28, 2010  
Time: 10:00am ET to 12:00 Noon ET  
Location: Grand Hyatt Hotel - Midtown New York City  
Meeting Room 1401  
109 East 42nd Street at Grand Central Terminal,  
New York, New York 10017  
Dial In: 1-877-941-2068 - TOLL FREE US  
1-480-629-9712 - TOLL INTERNATIONAL

Stockholders of record as of the close of business on May 25, 2010 are entitled to notice of the 2010 Annual Meeting. The Company will transact any matters that properly come before the Annual Meeting or any adjournments thereof. The Proxy Statement announcing the Annual Shareholder Meeting has been filed as a schedule 14A with the SEC can be obtained from the SEC website, <http://www.sec.gov> .

For additional information on the Shareholders Meeting, including travel arrangements, please contact Sky People representatives listed at the close of this press release.

### **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% 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(TM), 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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### **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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