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SkyPeople Fruit Juice to Ring Closing Bell at NASDAQ on October 18, 2010

XI'AN, China, Oct. 6 /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-branded fruit beverages, today announced that it will ring the Nasdaq closing bell on Monday, October 18, 2010.

The Company's CEO, Yonkue Xue, will be joined by the Company's management team which includes the Company's CFO, Ms. Spring Liu and Director, Xiaoqin Yan. In addition to being broadcast on national business television at 4:00 pm EDT on October 18th, the bell-ringing ceremony will be webcast live on NASDAQ's website and on the NASDAQ MarketSite Tower in New York City's Times Square.

"We are delighted to represent all SkyPeople Fruit Juice customers, employees and shareholders at the NASDAQ bell ringing ceremony," said Yonkue Xue. "We are excited to celebrate the event with our guests as we embark on the next phase of our Company's growth. We also look forward to meeting with current and prospective investors and sharing our vision for how we intend to execute on the tremendous opportunities in the fruit concentrate and beverages industry in China and worldwide."

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, 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>.

Safe Harbor Statement

This press release contains certain statements that may be deemed to be "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements, other than statements of historical facts, that address activities, events or developments that the



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Company expects, projects, believes or anticipates will or may occur in the future, including, without limitation, statements about its business or growth strategy, general industry conditions, future operating results of the Company, capital expenditures, expansion and growth opportunities, financing activities and other such matters, are forward-looking statements. Although the Company believes that its expectations stated in this press release are based on reasonable assumptions, actual results may differ from those projected in the forward-looking statements.

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