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## **POM WONDERFUL LAUNCHES NEW 8OZ BOTTLE**

*POM Wonderful debuts new single serving size of its 100% Pomegranate Juice for convenience, portability and enjoyment*

LOS ANGELES (July 2012) – POM Wonderful, the world’s leading pomegranate grower and trusted juice brand, now offers its 100% Pomegranate Juice in a conveniently sized 8oz bottle, which is available in the produce section of grocery stores nationwide.

The portable 8oz bottle is ideal for any lifestyle, offering a single serving of 100% pomegranate juice in one 8oz bottle. Each 8oz bottle contains 100% all-natural juice of two California-grown POM Wonderful pomegranates—and nothing more. The 8oz size is ideal for those on-the-go, and joins POM Wonderful’s family of products which include 16oz, 24oz 48oz and 60oz sized bottles, perfectly sized for at home, all the time, enjoyment.

“At POM, we’re passionate about providing smart, healthy solutions for today’s busy consumer,” says Marc Seguin, VP of Marketing at POM Wonderful. “We designed the new 8oz size to meet the needs of consumers; it is perfect to grab on the go, enjoy on your way to work, or toss into a lunchbox for a single serving of delicious, good-for-you, pomegranate juice.”

As a vertically integrated pomegranate company, POM Wonderful manages every step of the process, from growing its own Wonderful variety pomegranates to hand-picking and crushing the fruit to bottling the delicious juice contained within. POM’s “tree-to-bottle” philosophy and proprietary juicing technology ensures the highest quality juice, containing powerful polyphenol antioxidants in every 8oz serving.

POM Wonderful’s new 8oz size of 100% Pomegranate Juice will be available at grocery stores and convenience stores nationwide for a suggested retail price of \$1.99.

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**About POM Wonderful**

POM Wonderful is the largest producer of California Wonderful pomegranates and the company exclusively grows and sells this variety. POM Wonderful grows, handpicks and juices its own pomegranates which means that each bottle of POM Wonderful 100% Pomegranate Juice is guaranteed to contain pure pomegranate juice that consistently delivers superior taste and a potent serving of the Wonderful variety's unique blend of polyphenol antioxidants.

Through its proprietary technology, POM Wonderful is able to use its fresh pomegranates to make its delicious, all-natural POM Wonderful 100% Pomegranate Juice and extract POMx, an all-natural, ultra-potent concentration of polyphenol antioxidants. POM Wonderful Pomegranate Juice, LITE POM and POM Tea are available year-round in the refrigerated section of produce departments in supermarkets nationwide. POM 100% Juice Concentrate as well as the POMx family of products are sold online exclusively at [www.pomwonderful.com/products](http://www.pomwonderful.com/products). To learn more, visit [www.pomwonderful.com](http://www.pomwonderful.com).