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POM WONDERFUL TO SELL 100% POMEGRANATE CONCENTRATE AS INGREDIENT

World's leading pomegranate grower launches sale of 100% Pomegranate Juice Concentrate as an ingredient for use in a variety of products

LOS ANGELES (May 29, 2012) – Iconic pomegranate grower and juice company POM Wonderful announced today that it now offers its 100% Pomegranate Juice Concentrate for use as an ingredient in industries ranging from food to cosmetics.

POM Wonderful's 100% Pomegranate Concentrate is available in both powder and liquid forms, and has a range of applications including, food products and beverages, powdered beverages and supplements and cosmetics. Unlike other pomegranate products, POM Wonderful 100% Pomegranate Concentrate is made without any added fillers or ingredients, and can be adjusted to suit the needs and preferences of a range of manufacturers.

POM Wonderful 100% Pomegranate Juice Concentrate is an all-natural concentration of POM Wonderful 100% Pomegranate Juice juiced from California-grown POM Wonderful pomegranates. Through its proprietary technology, POM Wonderful is able to extract more of the polyphenol-rich juice from its pomegranates, and those beneficial polyphenols and other nutritious attributes are retained in the POM Concentrate.

“As the world's leading pomegranate company, we are proud of our expertise and our brand equity.” said Brad Paris, VP and General Manager of Global Produce. “We see need in the market for quality pomegranate ingredients and are looking forward to making our concentrate available to manufacturers globally.”

As a vertically integrated pomegranate company, POM Wonderful grows its own Wonderful variety pomegranates, hand-picks and crushes the fruit and bottles the delicious juice contained within. With pomegranate orchards that span 18,000 acres in Central California, POM Wonderful owns and operates the largest pomegranate farming operation in the United States, resulting in a sustainable domestic supply

of this highly seasonal fruit. To ensure maximum quality control over all of its products, POM Wonderful manages the entire process from cultivation to extraction and packaging, utilizing the latest technology and Good Manufacturing Practices at its state-of-the-art facilities in Del Rey, California.

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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 and POM Tea are available year-round in the refrigerated section of produce departments in supermarkets nationwide. To learn more, visit www.pomwonderful.com.