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For Immediate Release

Wonderful Pomegranate Speeds Recovery Time And Reduces Muscle Pain After Strenuous Exercise

New Study Indicates a Boost in Workout Performance and Frequency

LOS ANGELES (March 1, 2010) –New research indicates that the antioxidants found in Wonderful variety pomegranates can speed muscle recovery while reducing the soreness that often follows intense physical activity.

The study, conducted at the University of Texas at Austin and published in the March issue of *Medicine & Science in Sports & Exercise*, is the first to link the daily intake of polyphenol antioxidants from Wonderful variety pomegranates with a boost in exercise performance.

The placebo-controlled, double-blind crossover study showed that when the research subjects consumed a daily dose of POMx, a highly concentrated source of pomegranate polyphenol antioxidants, they experienced over 30% less strength loss as well as 28% less muscle soreness compared to placebo.

“Our clinical research shows that Wonderful variety pomegranates aid in muscle recovery,” said lead researcher Dr. Ed Coyle, PhD, FACSM. “Faster strengthening and reduced muscle soreness could help people with their training.”

The study enrolled 16 healthy, recreationally active males, who were not participating in resistance or endurance training. Subjects were treated with both POMx and a placebo for nine days each, with both treatments being separated by a 14 day washout period. On

the fifth day of each nine-day treatment, subjects performed two sets of intense exercise (20 repetitions of maximal eccentric elbow flexions) which were designed to elicit delayed onset muscle soreness. Recovery measures were then collected at two, 24, 48, 72 and 96 hours post-exercise.

Two hours post-eccentric exercise, strength was significantly reduced by approximately 28% from baseline in both treatment groups. By 48 hours post-exercise, subjects who consumed POMx experienced 33% less strength loss than those receiving placebo. At 72 hours, subjects who received POMx still maintained 31% less strength loss than those who received placebo. The authors conclude that, “the primary finding of this study was that dietary supplementation with Wonderful variety pomegranate extract (POMx) compared to placebo improves the recovery of isometric strength during the 48-72 hour period after eccentric exercise.”

The publication of this study is the most recent in a series of studies evaluating the potential benefits of Wonderful variety pomegranates on human health. Since 1998, POM Wonderful has supported \$33 million in research on Wonderful variety pomegranates, which has involved top scientists from leading universities around the world, including a Nobel Laureate. So far, over 50 studies have been published in peer-review journals. Primary research areas have included prostate and cardiovascular health, among others.

POM Wonderful exclusively grows Wonderful pomegranates, known for their sweet-tart taste and high concentration of polyphenol antioxidants. POM Wonderful uses its fresh pomegranates to extract POMx, which contains a super-potent concentration of the same polyphenol antioxidants found in POM Wonderful 100% Pomegranate Juice. POMx allows POM Wonderful to deliver the benefits of pomegranate polyphenol antioxidants in an assortment of all-natural, premium products that appeal to a wide range of health-conscious consumers.

POM Wonderful 100% Pomegranate Juice is available year-round in the produce section of grocery stores nationwide. POMx is exclusively available in POMx Tea, a light and refreshing line of pomegranate iced teas, POMx Pills, a daily polyphenol supplement, POMx Iced Coffee, a highly-caffeinated, antioxidant-rich line of iced coffees, POMx Bars and POMx Shots.

Source Cited:

J. Trombold, J. Barnes, L. Critchey, E. Coyle, FACSM., Ellagitannin Consumption Improves Strength Recovery 2-3 Days after Eccentric Exercise, *Medicine & Science in Sports & Exercise* (2010)

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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's pomegranates grow in central California, in the sunny San Joaquin Valley. Fresh pomegranates are in season from October through January and November is National Pomegranate Month.

Through its proprietary technology, POM Wonderful is the only company able to extract the full benefits of polyphenol antioxidants from its pomegranates. POM Wonderful uses 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. POMx is available exclusively in POMx Iced Coffee, POMx Tea, POMx Pills, POMx Bars and POMx Shots. POM Wonderful Pomegranate Juice and POMx Tea are available year-round in the refrigerated section of produce departments in supermarkets nationwide. POMx Iced Coffee, POMx Pills, POMx Bars and POMx Shots are available in select markets. POMx Pills are also available at www.pompills.com. To learn more, visit www.pomwonderful.com.