



FOR IMMEDIATE RELEASE

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**TEAM GARMIN-SLIPSTREAM ANNOUNCES POM WONDERFUL
SPONSORSHIP**

*Team Garmin-Slipstream athletes to be fueled by POM Wonderful 100%
Pomegranate Juice in 2010*

LOS ANGELES (August 31, 2009) — POM Wonderful, the largest U.S. grower of Wonderful variety pomegranates and maker of 100% pomegranate juice, today announced its sponsorship of Team Garmin-Slipstream, the American professional cycling team dedicated to ethical sporting and developing the next generation of cycling champions. The announcement comes on the heels of the team's outstanding Tour de France performance, where it was second overall with riders Bradley Wiggins and Christian Vande Velde finishing in the top ten, and at the start of the Vuelta, its third Grand Tour of the season.

As part of the sponsorship, POM Wonderful will provide the riders for Team Garmin-Slipstream with the antioxidant power of POM Wonderful 100% Pomegranate Juice and POMx, the antioxidant super-extract. In addition, POM Wonderful and Team Garmin-Slipstream will partner to pursue ground-breaking sports physiology research on the health benefits of POM Wonderful 100% Pomegranate Juice as it pertains to recovery, combating oxidative stress and inflammation in an intense athletic context.

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“We are excited to be partnering with one of cycling’s premier teams, especially one that is so preeminent in achieving its extraordinary accomplishments through nutritious and natural products,” said Matt Tupper, President of POM Wonderful. “We understand how important recovery is to these elite athletes and we look forward to exploring the benefits of POM Wonderful in partnership with Team Garmin-Slipstream.”

POM Wonderful 100% Pomegranate Juice has been shown to be a superior source of polyphenol antioxidants. According to a study published in *the Journal of Agriculture and Food Chemistry*, POM demonstrated the most complete free radical scavenging activity, greater protection of LDL-cholesterol from oxidation, and the highest polyphenol content compared to other healthy beverages including red wine and Concord grape, acai and blueberry juices. In 1998, POM Wonderful initiated research to understand the health benefits of the Wonderful variety of pomegranate. Primary areas of research include the prostate and cardiovascular system.

“We are thrilled to partner with POM. Our team is dedicated to providing our athletes with the best possible tools available, and POM is among them,” said Jonathan Vaughters, CEO of Slipstream Sports, LLC, the sports management company that runs the team. “POM’s commitment to nutrition excellence mirrors our own, so the partnership is a natural fit.”

About Slipstream Sports

Founded in 2005, Slipstream Sports LLC is a highly progressive sports management company dedicated solely to promoting the ethical growth of American cycling.

About Team Garmin-Slipstream

Team Garmin-Slipstream is dedicated to promoting ethical sporting and developing the next generation of cycling champions. Team Garmin-Slipstream competes in a full schedule of professional cycling races in the U.S. and Europe. Additional information is available at www.slipstreamsports.com.

About POM Wonderful

POM Wonderful is the largest US producer of pomegranates, exclusively growing and selling the Wonderful variety of pomegranate. 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.

POM Wonderful also uses its fresh pomegranates to make its delicious, all-natural POM Wonderful Pomegranate Juice and extract POMx, an all-natural, ultra-potent concentration of polyphenol antioxidants. POMx is available exclusively in POMx Tea, POMx Pills, POMx Iced Coffee, 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.