



23F, China Development Bank Tower  
No.2, Gaoxin 1st Road  
Xi'an, Shaanxi, China 710075

## **SkyPeople Fruit Juice, Inc. to Host First Quarter 2010 Financial Results Conference Call at 10:00 am ET on Tuesday, May 18, 2010**

XI'AN, China, May 11 /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(TM)-branded fruit beverages, today announced that it will hold its first quarter 2010 financial results conference call at 10:00 am ET on May 18, 2010.

To attend the call, please use the dial information below. When prompted, ask for the "SkyPeople Fruit Juice call" and/or be prepared to provide the conference ID.

### **Conference Call**

Date:	Tuesday, May 18, 2010
Time:	10:00 a.m. Eastern
Conference Line Dial-In (U.S.):	1-888-549-7735
International Dial-In:	1-480-629-9857
Conference ID:	4299989
Webcast link:	<a href="http://viaid.net/dce.aspx?sid=0000755A">http://viaid.net/dce.aspx?sid=0000755A</a>

Please dial in at least 10-minutes before the call to ensure timely participation. A playback will be available through May 25, 2010. To listen, please call 1-800-406-7325 within the United States or 1-303-590-3030 calling internationally. Utilize the pass code 4299989 for the replay.

This call is being webcast by ViaVid Broadcasting and can be accessed by clicking on this link <http://viaid.net/dce.aspx?sid=0000755A> or at ViaVid's website at <http://www.viaid.net> , where the webcast can be accessed through May 18, 2011.

### **About SkyPeople Fruit Juice, Inc.**

SkyPeople Fruit Juice, Inc. is a holding company of Shaanxi Tianren. Shaanxi Tianren is a company organized according to the laws of the People's Republic of China. Shaanxi Tianren's main products are concentrated apple, kiwifruit, pear and other fruit juices for domestic and international consumers. Its brand, HEDETANG(R), is positioned as a high quality, healthy and nutritious juice concentrate and clear juice product used both as an ingredient component in other products and an end-use juice concentrate product. Shaanxi Tianren utilizes the largest kiwifruit plantation in China and is a leading producer of concentrated kiwifruit juice in Asia. For more information, please visit <http://www.skypeoplefruitjuice.com> .



23F, China Development Bank Tower  
No.2, Gaoxin 1st Road  
Xi'an, Shaanxi, China 710075

### **Forward-Looking Statements**

This press release contains certain "forward-looking statements" that involve a number of risks and uncertainties. There can be no assurance that such statements will prove to be accurate and the actual results and future events could differ materially from management's current expectations. Such factors include, but are not limited to, the Company's ability to obtain the necessary financing to continue and expand operations, to market its products in new markets and to offer products at competitive pricing, to attract and retain management, and to integrate and maintain technical information and management information systems, political and economic factors in the People's Republic of China, compliance requirement of laws and regulations of the PRC, the effects of currency policies and fluctuations, general economic conditions and other factors detailed from time to time in the Company's filings with the United States Securities and Exchange Commission and other regulatory authorities. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

### **For more information, please contact:**

#### **COMPANY:**

SkyPeople Fruit Juice, Inc.

Ms. Spring Liu, CFO

Tel: +1-818-390-1272

Email: [springliu@skypeoplejuice.com](mailto:springliu@skypeoplejuice.com)

#### **INVESTOR RELATIONS:**

John Mattio

HC International, Inc.

Tel: US +1-203-616-5144

Email: [john.mattio@hcinternational.net](mailto:john.mattio@hcinternational.net)