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SkyPeople Fruit Juice to Present at Investment Conferences in March

XI'AN, China, Feb. 23, 2011 /PRNewswire-Asia-FirstCall/ -- SkyPeople Fruit Juice, Inc. (Nasdaq: SPU) ("SkyPeople" or "the Company"), a processor of kiwifruit, apple, pear and other concentrated specialty fruit juices and manufacturer of Hedetang-branded fruit beverages, today announced that it will present at the Rodman & Renshaw Annual China Investment Conference, to be held March 6-8, 2011, at the Le Royal Meridien Shanghai in Shanghai, China, and the ROTH Capital Partners 23rd Annual OC Growth Stock Conference to be held March 13-16, 2011 at the Ritz Carlton in Dana Point, CA.

Ms Spring Liu, Chief Financial Officer, and Mr. Yongke Xue, Chief Executive Officer and Chairman, will present on behalf of the Company on Monday, March 7th 2011 at the Rodman and Renshaw Conference in Shanghai at 10:40 am.

The following week at the ROTH Capital Partners 23rd Annual OC Growth Stock Conference, Ms. Liu will present on behalf of the Company on Tuesday, March 15 at 10:00 am. The Company management will also participate in one-on-one meetings with analysts and investors at both conferences. Participation is by invitation only. Please contact your salesperson at Rodman & Renshaw or ROTH Capital Partners directly.

About SkyPeople Fruit Juice, Inc.

SkyPeople Fruit Juice, Inc., a Florida company, through its wholly-owned subsidiary Pacific Industry Holding Group Co., Ltd., a Vanuatu company, holds 99.78% ownership interest in SkyPeople Juice Group Co., Ltd. ("SkyPeople (China)"). SkyPeople (China) is engaged in the production and sales of fruit juice concentrates (including fruit purees, fruit puree concentrates, and clear fruit juice concentrates), fruit beverages (including fruit juice beverages and fruit cider beverages), and other fruit related products (including primarily organic and non-organic fresh fruits, kiwifruit seeds and apple aroma) in and from the PRC. Its fruit juice concentrates are sold to domestic customers and exported directly or via distributors. Fruit juice concentrates are used as a basic ingredient component in the food industry. Its brand, Hedetang, which is a registered trademark in the PRC, is positioned as a high quality, healthy and nutritious end-use juice beverage. For more information, please visit <http://www.skypeoplefruitjuice.com>.

For more information, please contact:

COMPANY

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SOURCE SkyPeople Fruit Juice, Inc.