



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

SkyPeople Fruit Juice Adds a Production Line for Concentrated Pear Juice Line

XI'AN, China, Dec. 28, 2011 /PRNewswire-Asia-FirstCall/ -- SkyPeople Fruit Juice, Inc. (NASDAQ: SPU - News) ("SkyPeople" or "the Company"), a processor and manufacturer of kiwifruit, apple, pear and other concentrated specialty fruit juices and manufacturer of Hedetang- and Qian Mei Duo-branded fruit beverages in the People's Republic of China ("PRC" or "China"), today announced that it added another concentrated pear juice line in the Company's Jingyang factory in Shaanxi province.

The new line, which was put into production on December 26, 2011, can process 20 tons of pears per hour. With its ISO9001, HACCP and KOSHER certified quality control system, the new production line meets the standards of exporting to major fruit juice consuming countries including the U.S., Canada and European Union. The capital expenditures associated with this project was approximately \$7.4 million. The new line augments SkyPeople's existing capacity of processing 20 tons of pears per hour.

"We believe that the new line production will provide us with additional capacity to meet our expectation for growth in demand for this juice product and further strengthen our leading position in the concentrated pear juice segment," commented Yongke Xue, Chief Executive Officer of SkyPeople Fruit Juice.

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>.

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,



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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.

COMPANY

SkyPeople Fruit Juice, Inc.

Ms. Natasha Zhang , IR Director

Tel: China + 86 - 29-8837-7161

Email: natasha_zhang@skypeoplejuice.com

INVESTOR RELATIONS

David Rudnick , Account Manager

CCG Investor Relations

Tel: US +1 - 646 - 626-4172

Email: david.rudnick@ccgir.com