



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

## **SkyPeople Announces Formation of SkyPeople International Trading (HK) Limited**

### **The New Global E-Marketing Platform to Promote International Sales**

XI'AN, China, July 28, 2016 /PRNewswire/ -- SkyPeople Fruit Juice, Inc. (NASDAQ: SPUN) ("SkyPeople" or "the Company"), a producer of fruit juice concentrates, fruit juice beverages and other fruit-related products, today announced that it has formed SkyPeople International Trading (HK) Limited ("SIT"), a subsidiary that has been incorporated in Hong Kong, to operate as a global trading and marketing platform to optimize SkyPeople's Hedetang fruit juice product portfolio and reinforce its leading market position.

"We are very pleased about the creation of a new marketing platform for our fruit juice division and optimistic that it will result in meaningful penetration of the international marketplace," said Mr. Yongke Xue, Chief Executive Officer of SkyPeople. "We are confident that our healthy beverage products will find a welcome reception in many countries as they are ideal for healthy and active lifestyles. We plan upon focusing on high quality organic fruit juice beverages for export and believe that our vertically integrated production capabilities will enable us to control costs even as we produce beverage products that are the very highest in quality."

After completion of all of the required business registration procedures, SIT will be a wholly-owned subsidiary indirectly held by SkyPeople, mainly to provide online sales, marketing and post-sale services to more than 50 countries and regions worldwide including Malaysia, Thailand, Hong Kong and the United States.

SIT will operate as the online marketing and sales center for the Company, an international resources allocation center and a risk control center of e-commerce of international trade, and will engage in strategic planning and the development of e-commerce for the international market.

SIT will provide comprehensive online sales and services and is planned to be a high quality organic fruit juice beverage solution provider with an innovative business model and the objective of creating a market-oriented specialty international platform. According to the resolution of the Company's Board of Directors on July 27<sup>th</sup>, 2016, SIT will have an Executive



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Director and an international trade e-commerce center.

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

SkyPeople Fruit Juice, Inc., a Florida company, through its wholly-owned subsidiary Pacific Industry Holding Group Co., Ltd. ("Pacific"), a Vanuatu company, and SkyPeople Juice International Holding (HK) Ltd., a company organized under the laws of Hong Kong Special Administrative Region of the People's Republic of China and a wholly owned subsidiary of Pacific, holds 73.42% ownership interest in SkyPeople Juice Group Co., Ltd. ("SkyPeople (China)") and 100% ownership interest in SkyPeople Foods (China) Co., Ltd. ("SkyPeople Foods China"). SkyPeople (China) and ("SkyPeople Foods China"), together with their operating subsidiaries in China, are engaged in the production and sales of fruit juice concentrates, fruit beverages, and other fruit related products in the PRC and overseas markets. The Company's 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 brands, "Hedetang" and "SkyPeople," which are registered trademarks in the PRC, are positioned as high quality, healthy and nutritious end-use juice beverages. For more information, please visit <http://www.skypeoplefruitjuice.com>.

### **Safe Harbor Statement**

Certain of the statements made in this press release are "forward-looking statements" within the meaning and protections of Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended, or the Exchange Act. Forward-looking statements include statements with respect to our beliefs, plans, objectives, goals, expectations, anticipations, assumptions, estimates, intentions, and future performance, and involve known and unknown risks, uncertainties and other factors, which may be beyond our control, and which may cause the actual results, performance, capital, ownership or achievements of the Company to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. All statements other than statements of historical fact are statements that could be forward-looking statements. You can identify these forward-looking statements through our use of words such as "may," "will," "anticipate," "assume," "should," "indicate," "would," "believe," "contemplate," "expect," "estimate," "continue," "plan," "point to," "project," "could," "intend," "target" and other similar words and expressions of the future.

All written or oral forward-looking statements attributable to us are expressly qualified in their entirety by this cautionary notice, including, without limitation, those risks and uncertainties



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described in our annual report on Form 10-K for the year ended December 31, 2014 and otherwise in our SEC reports and filings, including the final prospectus for our offering. Such reports are available upon request from the Company, or from the Securities and Exchange Commission, including through the SEC's Internet website at <http://www.sec.gov>. We have no obligation and do not undertake to update, revise or correct any of the forward-looking statements after the date hereof, or after the respective dates on which any such statements otherwise are made.

**For more information, please contact:**

**COMPANY**

Hanjun Zheng, Interim Chief Financial Officer  
SkyPeople Fruit Juice, Inc.

Tel: China + 86 - 29-8837-7161

Email: [hanjun.zheng@skypeoplefruitjuice.com](mailto:hanjun.zheng@skypeoplefruitjuice.com)