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SkyPeople Fruit Juice, Inc. Establishes California-based Subsidiary for U.S. Sales and Distribution

Xi'an, China, July 2, 2009 -- SkyPeople Fruit Juice, Inc. (OTC Bulletin Board: SPFJ) ("SkyPeople" or "the Company"), a leading processor and manufacturer of concentrated apple, kiwifruit, pear and other fruit juices and fruit products in the People's Republic of China, today announced that it has established a California-based subsidiary corporation under the laws of Delaware named Harmony MN Inc. Harmony MN will operate as a sales center in Los Angeles, California to facilitate SkyPeople's direct sales of concentrated fruit juices to U.S. consumers.

Mr. Yongke Xue, Chief Executive Officer of SkyPeople, stated, "Our establishment of Harmony MN in Los Angeles is a key developmental milestone for our company this year. As previously stated, our primary focus in 2009 is to accelerate our sales efforts for further penetration of the high-growth pure juice beverage market in our primary market in China as well as worldwide. Our California operations will support our planned growth through our distribution network to reach key markets in the U.S."

About SkyPeople Fruit Juice, Inc.

SkyPeople Fruit Juice, Inc. is a holding company for Shaanxi Tianren. Shaanxi Tianren is a company organized according to the laws of the People's Republic of China. SkyPeople's main products are concentrated apple, kiwifruit, pear and other fruit juices for domestic and international consumers. Its brand, HEDETANG, 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 owns the largest kiwifruit plantation in China and is a leading worldwide producer of concentrated kiwifruit juice. For more information, please visit 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, 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.