



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

## **SkyPeople Fruit Juice, Inc. to Host 2010 Fourth Quarter and Year End Earnings Conference Call on Friday, April 1, 2011 at 8:30 a.m. ET**

XI'AN, China, March 28, 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 and Qian Mei Duo branded fruit beverages, today announced that it will hold its full year 2010 financial results conference call at 8:30 a.m. ET, Friday, April 1, 2011. The Company anticipates releasing its 2010 10-K after market close on Thursday, March 31 2011.

At the conclusion of the call, the management team will host a question and answer session with the Company's CEO, Mr. Yongke Xue, and Ms. Spring Liu, CFO.

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

### **Conference Call**

Date:	Friday, April 1, 2011
Time:	8:30 a.m. Eastern Time, US.
Conference Line Dial-In:	1-877-941-1429
International Dial-In:	+1-480-629-9666
Conference ID:	4428643 "SkyPeople Fruit Juice Call"
Webcast link:	<a href="http://viaid.net/dce.aspx?sid=0000837C">http://viaid.net/dce.aspx?sid=0000837C</a>

Please dial in at least 10 minutes before the call to ensure timely participation. A playback will be available through April 8, 2011. To listen, please call + 1-877-870-5176 within the United States or + 1-858-384-5517 when calling internationally. Utilize the pass code 4428643 for the replay.

This call is being web cast by ViaVid Broadcasting and can be accessed at ViaVid's website at <http://www.viaid.net> or at the following link: <http://viaid.net/dce.aspx?sid=0000837C>.

### **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.



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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, and to integrate and maintain technical information and management information systems, political and economic factors in the PRC, 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

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