



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

SkyPeople Fruit Juice to Host Second Quarter 2011 Earnings Conference Call on Wednesday, August 17, 2011 at 11:00 am ET

XI'AN, China, Aug. 12, 2011 /PRNewswire-Asia-FirstCall/ -- SkyPeople Fruit Juice, Inc. (NASDAQ:SPU) (together with its direct and indirect subsidiaries, "SkyPeople" or the "Company"), a processor and manufacturer of kiwifruit, apple, pear and other concentrated specialty fruit juices and manufacturer of Hedetang and Xian Mei Duo-branded fruit beverages in the People's Republic of China ("PRC" or "China"), today announced that it will hold its second quarter 2011 financial results conference call at 11:00 am ET on Wednesday, August 17, 2011.

To attend the call, please use the information below for either dial-in access or webcast access. When prompted on dial-in, ask for "SkyPeople Fruit Juice Second Quarter 2011 Conference Call".

Conference Call	
Date:	Wednesday, August 17, 2011
Time:	11:00 am Eastern Time, U.S.
Conference Line Dial-In (U.S.):	+1-877-317-6776
International Dial-In:	+1-412-317-6776
Asia Dial-In:	Northern China: 10-800-712-2304 Southern China: 10-800-120-2304 Hong Kong: 800-962475
Conference ID:	SkyPeople Fruit Juice Second Quarter 2011 Conference Call
Webcast link:	http://webcast.mz-ir.com/publico.aspx?codplataforma=3095

Please dial in at least 10 minutes before the call to ensure timely participation. A playback will be available through August 26, 2011. To listen, please call +1-877-344-7529 within the United States or +1-412-317-0088 if calling internationally. Utilize the pass code 10003231 for the replay.

This call is being webcast by MZ Technologies and can be accessed by clicking on the following link: <http://webcast.mz-ir.com/publico.aspx?codplataforma=3095>.

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



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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>.

Safe Harbor Statement

This release may contain certain "forward-looking statements" relating to the business of SkyPeople and its subsidiary companies. Forward looking statements can be identified by the use of forward-looking terminology such as "believes," "expects" or similar expressions. Such forward looking statements involve known and unknown risks and uncertainties, including all business uncertainties relating to product development, marketing, concentration in a single customer, raw material costs, market acceptance, future capital requirements, competition in general and other factors that may cause actual results to be materially different from those described herein as anticipated, believed, estimated or expected. Certain of these risks and uncertainties are or will be described in greater detail in our filings with the Securities and Exchange Commission. SkyPeople is under no obligation to (and expressly disclaims any such obligation to) update or alter its forward-looking statements whether as a result of new information, future events or otherwise. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such state or jurisdiction.

For more information, please contact:

COMPANY

SkyPeople Fruit Juice, Inc.

Ms. Spring Liu, CFO

Tel: (818) 390-1272

Email: spring_liu@skypeoplejuice.com

INVESTOR RELATIONS

MZ-HCI

John Mattio, SVP

Tel: (212)301 7130 (US)

Email: john.mattio@hcinternational.net