

SkyPeople Fruit Juice Announces WeChat Advertising and Promotion Activities

XI'AN, China, Nov. 19, 2014 /PRNewswire/ -- SkyPeople Fruit Juice, Inc. (NASDAQ: SPU) ("SkyPeople" or "the Company"), a producer of fruit juice concentrates, fruit juice beverages and other fruit-related products, today announced the Company's Hedetang brand of fruit juice beverages is capitalizing upon its public WeChat corporate account, which has been in operation for seven months, and that it now has tens of thousands of followers. The Hedetang WeChat account averages over 90,000 daily views. Hedetang fruit juice beverages are distributed in over 20,000 retail stores in China in over 20 provinces. Furthermore, Hedetang fruit juice beverages have been sold in Canada, New Zealand, Mongolia and Dubai.



WeChat brand marketing is a new Internet marketing approach resulted from the widespread use and success of WeChat. The number of WeChat users is currently an estimated 800 million people in China and 100 million people overseas. The Hedetang WeChat account enables followers to connect to each other on the WeChat network and follow Hedetang corporate events.

Some of the features of the Hedetang WeChat account includes Hedetang product information and promotions of its fruit juice products. A particularly popular promotion on Hedetang WeChat is the lucky draw that takes every Friday where 20 lucky followers win prizes of a case of Hedetang fruit juice and one grand prize is awarded of a high-end household appliance. As of October 30, 2014, the Hedetang WeChat account has announced 220 lucky prize winners and 11 grand prize winners.

In order to further promote Hedetang brand fruit juice beverages, in September of 2014, Hedetang fruit juice launched an ad campaign on 1.1 million first-class boarding passes in Xi'an Xianyang International Airport for international flights. The campaign to launch ad campaign on economy-class boarding passes for international flights and domestic flights is currently in process.



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The Company believes that the continuous improvement of Hedetang brand fruit juice beverage awareness can contribute to SkyPeople Fruit Juice's revenue and will help it to continue to grow, gain larger market share and become a prominent player and industry leader in its food and beverage market sector.

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 99.78% ownership interest in SkyPeople Juice Group Co., Ltd. ("SkyPeople (China)"). SkyPeople (China), together with its operating subsidiaries in China, is engaged in the production and sales of fruit juice concentrates, fruit beverages, and other fruit related products in the PRC and overseas markets. 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 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>.

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.



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