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SkyPeople Announces Agreement to Market its Products on China's Xunqin Mall Open Platform Website

XI'AN, China, April 12, 2017 /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 that on April 10, 2017, Xi'an Hedetang E-Commerce Co., Ltd. ("Hedetang E-Commerce"), an indirect holding company of SkyPeople Fruit Juice, Inc., signed a one-year service agreement to market its products on the open platform Xunqin Mall with Shenzhen Weipin Zhiyuan Information Technology Co., Ltd. ("Shenzhen Weipin"), one of whose shareholders is China Continent Insurance. The brands to be marketed are the Company's Hedetang and Hede Jiachuan products.

The Xunqin Mall was jointly created by China Mobile Group Shaanxi Company Limited ("Shaanxi Mobile") and Shenzhen Weipin utilizing mobile big data, and it is a "B2C+O2O+Economic Promotion" localized e-commerce platform for agricultural products. The platform actively responds to the Chinese government's endorsement of the Internet Plus that applies information technology to conventional industries in China, applied in this platform as it is aimed at integrating online and offline products trading services, improving regionalized and standardized commodity sales of Shaanxi Province, and accentuating commodities with the Shaanxi Province character that reflects its culture and value. Consequently, the Xunqin Mall platform can accelerate the growth of local enterprises in Shaanxi Province and increase their operating efficiencies. The platform is committed to becoming the best platform in Shaanxi Province for agricultural products.

Xunqin Mall contains important sector-specific features to be successful which include registration on the Internet, high consumption frequency, diverse payment methods, O2O business integration, accurate statistical analysis and enterprise innovation. We believe that the Xunqin Mall will ultimately have a large number of users on its platform that use Shaanxi Mobile which will further promote the development of the platform. We are confident that joining Xunqin Mall can help the Company to grow faster, improve operating efficiencies and promote regional sales.

Ms. Jing, the Head of E-commerce for SkyPeople commented, "We are increasing our investment in e-commerce in order to rapidly develop one of our core product segments. We believe that multi-platform engagement will accelerate our growth as it will address our target market, promote efficiencies and enhance our marketing sophistication and



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know-how."

The Company's plan is to leverage online multi-channel distribution is a key approach to rapidly expanding its sales volume and accelerating the realization of strategic target marketing for Hedetang E-commerce. Joining the Xunqin Mall open platform reflects Hedetang E-commerce's development strategy of engaging with multi-channel and multi-platforms, as online multi-platform operation will help the Company better understand the needs of various consumer groups, provide quality commodities and services to more consumers, and speed up the integration of online retail. The Company believes that joining Xunqin Mall will also help it to accelerate and transition from a 'traditional manufacturing and sales' operations model to a 'traditional manufacturing and Internet and traditional sales and e-commerce' operations model.

To date, Hedetang E-Commerce has successfully entered e-commerce sales platforms to include Taobao, JD.COM, Beijing Aigo Integrity Alliance, Jiangsu Nongmuren Agricultural Products e-commerce platform, Alibaba, YouShop, Weimob, Pinduoduo and Hc360.Com. All of these platforms, some of which were recently joined, have received orders for the Company's products.

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



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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 described in our annual report on Form 10-K for the year ended December 31, 2015 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.

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