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Hedetang Farm Products Trading Market and China Western E-Commerce Agricultural Incubator to Create a Twin-Engine for Dual Goals

XI'AN, China, Aug. 3, 2016 /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 Hedetang Farm Products Trading Market (Mei County) Co., Ltd ("HDTM"), an indirectly wholly owned subsidiary of SkyPeople, and formerly known as Mei County kiwi fruit and fruit-related materials trading zone, today completed all its tenant program with 25 companies to open their offices in the market, including 12 courier service companies, 4 large logistics enterprises, 4 e-commerce enterprises, 2 packaging enterprises and 3 plant growing enterprises, including major companies like China Yunda Express, China STO Express, Qifeng Fruit, SF Express, Yuantong Express and JD.COM that all expanded their businesses at the market. At the same time, all departments of National (Mei County) Kiwi Industrial Park Management Committee are stationed at the industrial park.

"We are very pleased that the new trade market is now fully occupied by an array of diverse companies that are focused on the agricultural trade market," said Mr. Yongke Xue, Chief Executive Officer of SkyPeople. "We believe that the new market which will foster a high level of business activity that will help with the growth of the company's core business while enabling us to leverage modern agricultural business techniques such as e-commerce and big data. In addition to creating a source of revenue for the company, we believe that the new trade market will foster an awareness of ideas and creativity so as to fully leverage the opportunities of the Mei County region and the company's business so as to optimize our growth and profitability."

HDTM's future revenues will come from: rents for the stores, rents for the refrigerated storage spaces, e-commerce incubator and personnel training fees, transaction commission fees from all the tenants, rents for logistics center warehouses, fees for agricultural products sorting and distribution, big data information services fees for agricultural products, advertising in the market and government subsidies. The multivariate revenues sources will maximize SkyPeople's income in the agricultural products trading sector.

HDTM has four business functions: Western agricultural products e-commerce incubator, Western agricultural products logistics center for e-commerce, Western agricultural products



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distribution and sorting center for e-commerce, and Western agricultural products big data center for e-commerce. National (Mei County) Agricultural Products Wholesale Market is a new engine of modern agriculture, a tangible platform with all elements for the modern agricultural industry and an important objective of modern agricultural development. The important development goals for HDTM are to accelerate Western agricultural e-commerce in China to integrate with HDTM, to push forward business transformation and upgrades for the Company, and to create new business in the agriculture industry. E-commerce will help Hedetang products expand from the domestic market to the global market which will become a new growth engine for SkyPeople. The e-commerce incubator will play a more important role for the e-commerce to further foster the new economic force in the future, to create a "twin-engine" and to achieve "double goals".

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 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



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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, 2014 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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