



Leading Brands Launches TrueBlue Blueberry-Blackberry Juice Cocktail

Posted: 7/12/2006 11:32:23 AM

VANCOUVER, BC - July 12, 2006 - Leading Brands, Inc. (Nasdaq:LBIX), North America's only fully integrated premium beverage company, announces TRUEBLUE(R) Blueberry-Blackberry juice cocktail in 64 oz. (1.89 liter) and 16 oz. (473 ml) sizes in both the United States and Canada.

Leading Brands Vice-President of Marketing Joanne Saunders said: "Blackberries are high in antioxidant activity and a wonderful match with the healthy great taste of TRUEBLUE(R) Blueberry. This now brings the TRUEBLUE(R) flavor count to six when the Blueberry-Blackberry is added to the original line-up of Blueberry, Blueberry-Pomegranate, Blueberry-Cranberry, Blueberry-Raspberry and Blueberry-Iced Green Tea.

Reduced calorie LITEBLUE(R) is also available in Blueberry and Blueberry-Raspberry flavors with the same fantastic taste of TRUEBLUE(R), with only 1/2 the calories of TRUEBLUE(R)."

Ms. Saunders continued: "With TRUEBLUE(R) recently being featured on television across Canada via the popular CBC National News program and our new listings in the Loblaws(R) chain in Canada and the Super-Valu(R) chain in the U.S., we are excited to be able to provide yet another addition to our growing line-up. A wider selection of flavors not only draws more consumers to our brand but also increases the awareness of the brand in the eyes of our customers and raises the profile of the brand in the retail grocery industry generally."



Please continue to check out developments with TRUEBLUE(R) at www.TrueBlueberry.com.

The Company will continue to provide operational updates in its monthly newsletter on the first of most months, posted at www.LBIX.com.

About Leading Brands, Inc.

Leading Brands, Inc. (Nasdaq:LBIX) is North America's only fully integrated premium beverage company. The Company's unique Integrated Distribution System (IDS) offers turnkey, one-stop shopping to food and beverage brand owners, including manufacturing, distribution, sales/marketing and licensing. In addition, Leading Brands produces their own line of beverages such as TrueBlue(R), LiteBlue(R), TREK(R) Sports Drink, Nitro Energy Drink, Soy2O(R), Country Harvest(R) Juices, Caesar's(R) Bloody Caesar Cocktails and Infinity Sparkling Mountain Spring Water.