



TrueBlue Blueberry-Blackberry Juice Cocktail Introduced by Leading Brands

July 13, 2006

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

13/07/06 Leading Brands, Inc., North America's only fully integrated premium beverage company, announces TRUEBLUE 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 Blueberry. This now brings the TRUEBLUE 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 is also available in Blueberry and Blueberry-Raspberry flavors with the same fantastic taste of TRUEBLUE, with only 1/2 the calories of TRUEBLUE."

Ms. Saunders continued: "With TRUEBLUE recently being featured on television across Canada via the popular CBC National News program and our new listings in the Loblaws chain in Canada and the Super-Valu 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."