

May 2, 2007

Lake Region, MN

SPRING MILKSHAKE AWARD WINNING TRUEBLUE® BLUEBERRY JUICE

A Quick and Easy Recipe

LEADING BRANDS, Inc., a premium healthy beverage company, introduces a fun and unique blueberry milkshake recipe that will put a smile on everyone's face this spring.

INGREDIENTS:

1 cup TrueBlue Blueberry Cocktail

1 cup vanilla ice cream

1 cup fresh or frozen blueberries, optional

Combine TrueBlue Blueberry Cocktail, ice cream, and blueberries. Blend all ingredients in a food processor or blender.

TrueBlue® Blueberry Juice Cocktail is an all natural product that is lightly sweetened with cane sugar. With 25% fewer calories per serving than most cranberry-based products, TrueBlue® is also a preferred dietary choice for health-conscious consumers.

Studies have shown that blueberries are packed with health benefits. A recent USDA study ranks blueberries as #1 in antioxidants when compared to 40 other fruits and vegetables. In addition to fighting cancers and heart disease, studies have shown that blueberries also lower cholesterol, slow down the aging process and improve eyesight, coordination and balance.

The juice has been getting very positive attention by winning awards including "Best Beverage of 2006" and "People's Pick" at America's Best Food Show in California, "People's Choice" in 2006 at the Good Food Festival in Toronto, and "Best New Blueberry Beverage in 2005" by the North American Blueberry Council. TrueBlue® has also been featured on NBC, CBS, CBC National, CTV and Global Nation wide.

TrueBlue® is available in six flavors including Blueberry, Blueberry-Blackberry, Blueberry-Cranberry, Blueberry-Iced Green Tea, Blueberry-Pomegranate and Blueberry-Raspberry in 64oz PET bottles. For more details on TrueBlue® and recipes please visit www.trueblueberry.com

Editor's Note: I have tried TrueBlue and have found it to be a healthy and refreshing beverage.

1) What are the key benefits of Blueberries?

Blueberries are the #1 antioxidant fruit (USDA research ranks blueberries the #1 fruit among 40 fruits and vegetables in antioxidant activity). Research shows that blueberries may:

- Slow down the aging process
- Reduce the risk of diseases such as cancer, heart disease & stroke
- Ease eye fatigue and may improve eyesight
- Reduce cholesterol levels
- May prevent colon cancer

2) What are the health benefits of TrueBlue?

- High in antioxidants; a 16oz serving of TrueBlue blueberry contains the juice of a full serving of blueberries
- 25% less calories than most Cranberry cocktails
- Does not contain High Fructose Corn Syrup
- 100% recommended daily intake of Vitamin C
- All natural flavors and colors
- Cane sugar to maximize the great taste of Blueberries (healthier than regular sucrose)

3) What is LiteBlue?

LiteBlue is a lower-calorie version of TrueBlue. It contains ½ the calories, and is sweetened with cane sugar & Splenda. LiteBlue is available in 2 flavors: Blueberry & Blueberry Raspberry.

