

March 21, 2007

Washington, Georgia

IT'S NATIONAL NUTRITION MONTH

Blueberry juice is high in antioxidants



Lift up a glass of TrueBlue blueberry juice and give cheers to National Nutrition Month this month. Leading Brands, a premium beverage company developed TrueBlue blueberry juice so that families can receive all the health benefits of blueberries year round.

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. 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. LiteBlue Blueberry Juice Cocktail has been added to the brand lineup containing only half the calories of TrueBlue (50 calories per serving), and is sweetened with a combination of cane sugar and Splenda. Two LiteBlue flavors are available blueberry and blueberry-raspberry. For more details on TrueBlue and recipes please visit [www.trueblueberry.com](http://www.trueblueberry.com).

***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 .. Reduce the risk of urinary tract infection
- .. Ease eye fatigue and may improve eyesight .. Reduce cholesterol levels.

