

Thompson Courier

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SPRING MILKSHAKE

AWARD WINNING TRUE-BLUE® BLUEBERRY JUICE

A Quick and Easy Recipe
By Jill Klosowski

March 27, 2007, 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