



POMEGRANATE GROWER AND JUICE PRODUCER, POM WONDERFUL OPENS ITS ONLINE STORE AT POMWONDERFUL.COM

Consumers Are Now Able To Shop Online to Buy The Number One Selling Heart Healthy Pomegranate Juice.

LOS ANGELES (June 10 - 2003) – **POM** Wonderful, the first company to produce and sell a heart healthy, refreshing, refrigerated pomegranate juice, announced today that its pomegranate juice is now for sale online at pomwonderful.com. **POM** Wonderful exclusively grows the Wonderful variety of pomegranate and juices the fresh pomegranates to make its pomegranate juice. The juice is all-natural, made from 100% juice and contains no added sugars or preservatives. **POM** Wonderful pomegranate juice is full of antioxidants and drinking it daily is believed to be important in maintaining a healthy heart. The antioxidant activity of pomegranate juice is high due to powerful, natural antioxidants called polyphenols. Strong consumer demand nationwide for this healthy beverage is driving the online initiative. 100% pomegranate juice and Blueberry 100% juice are the first flavors to be made available online. Orders can be placed for a case of six 15.2 oz bottle shipments of same flavor juices and will cost \$19.90 plus shipping. The juice is also sold in grocery stores and supermarkets. **POM** Wonderful 100% Pomegranate Juice ended the month of April 2003 as the number one branded super-premium juice in Los Angeles.¹

Over five years of medical research has been conducted on **POM** Wonderful pomegranate juice and published results indicate that drinking pomegranate juice may lessen some of the critical risk factors that contribute to heart disease. Although the association between drinking pomegranate juice and the reduced risk of heart disease is preliminary and subject to ongoing research, the current state of research supports a powerful link. Daily consumption of an 8 fl oz serving of **POM** Wonderful pomegranate juice confers heart health benefits by lessening factors that contribute to atherosclerosis (plaque in the arteries).² The antioxidant activity of **POM**

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Wonderful pomegranate juice exceeds that of other popular beverages known for their antioxidant properties including red wine, cranberry juice, blueberry juice, orange juice, white wine, red grape juice, white grape juice, apple juice, and grapefruit juice.² In 2002, 61.8 million Americans had some form of cardiovascular disease such as diseases of the heart, high blood pressure, and

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hardening of the arteries.³ According to the American Heart Association, cardiovascular diseases ranked as America's No. 1 killer. In addition, it is now more generally accepted that heart disease affects both men and women and that adopting a healthier lifestyle and a healthier diet is important in directly tackling these risk factors. More than five hundred thousand women die in the US each year of cardiovascular disease, making it, not breast cancer (forty-thousand deaths annually) their No.1 killer.

About POM Wonderful

POM Wonderful is the largest producer of California Wonderful pomegranates and the company exclusively grows and sells this variety. **POM** Wonderful's pomegranates are grown in Central California, in the sunny San Joaquin Valley. Known for its exquisite sweet flavor, health benefits, large size and plentiful juice, the Wonderful variety is popular with consumers throughout the country. **POM** Wonderful's pomegranates promise consistent quality. **POM** Wonderful prides itself on the quality of its farming operation, the sensitivity with which the fruit is hand picked and carried to their sorting and modern juicing facilities, and ultimately delivered to your table. Only fruit that meets the company's strict quality standards appears in store produce sections.

The company also juices its fresh pomegranates to make its delicious, all-natural, **POM** Wonderful pomegranate juice. **POM** Wonderful pomegranate juice is available year-round at retail and is found in the refrigerated section of supermarkets and grocery stores nationwide.

POM Wonderful pomegranate juice is available in five flavors: **POM** 100% Pomegranate, **POM** Cherry, **POM** Blueberry, **POM** Tangerine, and **POM** Mango. Each flavor of **POM** Wonderful pomegranate juice is all-natural, preservative-free and has no added sugar.

POM Wonderful's mission is to educate consumers about the pomegranate's splendor and versatility as well as its refreshing taste and health benefits. To learn more visit pomwonderful.com.

POM Wonderful is a registered trademark of **POM** Wonderful LLC.

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Citations

¹ Information Resources Inc. Data for 4 weeks ending April 29, 2003, Los Angeles market.

² Aviram M, Dornfeld L, Kaplan M, Coleman R, Gaitini D, Nitecki S, Hofman A, Rosenblat M, Volkova N, Presser D, Attias J, Hayek T, Fuhrman B. Pomegranate juice flavonoids inhibit low-density lipoprotein and cardiovascular diseases: studies in atherosclerotic mice and humans. *Drugs Under Experimental and Clinical Research* 2002, 28(2/3):49-62.

³ CDC/NCHS and The American Heart Association, 2002.

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