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First Juice® Organic Juice Beverage for Kids Announces Two New Flavors Featuring...Purple Carrots

Yes, purple carrots are real!!!

Randolph, NJ, February 2, 2009 – First Juice, Inc., the folks who brought you the first organic fruit and vegetable juice beverages designed specifically for young, developing taste buds, has introduced two new flavors featuring purple carrots. New blueberry+purple carrot and peach+purple carrot join the already popular apple+carrot and banana+carrot First Juice flavors. And, if you are wondering...yes, purple carrots are real!

First Juice is committed to the mission of offering parents nutritious options, so that children can develop healthy eating habits right from the start. First Juice organic fruit and vegetable juice beverages help parents steer their children towards colorful fruits and veggies, while putting the brakes on sugar and sweet taste. In this way, serving First Juice can help positively promote a child's development of food taste preferences for life. Now, First Juice, with purple carrots, brings more fun, more color, more variety, and more healthy options for kids!

Yes, purple carrots are real! 5,000 years ago there were only purple, white, red, and yellow carrots. Legend has it that a Dutch scientist cross-bred a red and yellow carrot to make the orange carrot in honor of the royal Dutch House of Orange and its national color.

Today, purple carrots are making a comeback, and First Juice is bringing the healthy benefits of this colorful vegetable to children. In addition to the many nutrients already found in First Juice, purple carrots contain anthocyanins, the same red-purple pigments found in blueberries and red grapes. Anthocyanins act as powerful antioxidants to rid the body of harmful free radicals and fight disease.

David Glasser, First Juice Founder and CEO commented, "We are very excited to bring our two new healthy, colorful juices to parents and children. Since our launch last January, parents have been emailing us asking for more flavors. We've delivered this and stayed true to our mission of helping parents encourage their kids to actually **want** foods that are good for them."

To learn more about the colorful history of carrots and their health benefits, please visit www.firstjuice.com, where parents and children can have fun learning about purple carrots and the benefits of eating colorful, healthy foods. A coupon for First Juice can also be printed here.

About First Juice

The mission of First Juice, Inc. is to create products that help and encourage parents to positively influence children's taste preference development. The company aims to change the way future generations look at the food and beverage choices they make for their young children.

First Juice[®] is the first organic fruit and vegetable juice, designed specifically for young children. It has 50% less sugar than the leading 100% apple juice. First Juice is sold in an 8 oz. reusable and recyclable, spill-proof, BPA-Free sippy-top container that is convenient for parents on-the-go, while the First Juice 32 oz. bottle is for use at home, and for refills. First Juice can also be purchased in a Playgroup Pack[™] containing 12 – 8 ounce bottles, and can be stored without refrigeration until opened. From its organic and lower sugar attributes to its nutritional value and convenience, First Juice offers everything a parent could want in a juice option for their child.

The suggested retail price of the eight ounce single-serve bottle and the 32 ounce bottle is \$1.99-\$2.79 and \$3.49-\$4.49, respectively. First Juice is available nationally at *Whole Foods Market*, *Babies"R"Us* and *Toys"R"Us*, and online at www.diapers.com, and on www.firstjuice.com. For more information about First Juice and a complete listing of retailers in your area, please visit www.firstjuice.com.