

first juice.

training wheels for healthy eating®



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CONTACT: Jennifer Krosche
Pollock Communications, Inc.
646-277-8720 / 212-941-1414
jkrosche@pollock-pr.com

First Juice® Organic Juice Beverage for Toddlers Garners Four Top Awards in 2008

First Juice® Acknowledged for Superiority in Category

Randolph, NJ, December 9, 2008 - First Juice®, the first organic fruit and vegetable juice beverage for toddlers with half the sugar of traditional 100% juices, made its debut nationwide at *Whole Foods Market* and *Babies“R”Us* in January, 2008. It has become a fast favorite among parents interested in helping their children establish healthy eating habits from the start. First Juice has been recognized for its commitment to health and nutrition, savvy package design, and value among parents.

First Juice was taste-tested and judged by **Phil Lempert, The Supermarket Guru®**, a leading consumer trend-watcher and analyst. Phil Lempert labeled First Juice® a “rising star”, with a rating of 96/100. In September of this year, First Juice was also honored with the **2008 Best New Product Award-Juice Category** from **Convenience Store News**.

This past July, **Communication Arts Magazine** recognized and awarded First Juice for creative label design with a **CA Award of Excellence**, one of the most coveted awards in the communication design industry, for creative excellence in visual communications.

First Juice was also recently recognized by its toughest critics...parents. First Juice received a **2008 PTPA Award (Parent Tested, Parent Approved)** and was recognized in the **PTPA Green Category** as well. PTPA Media's mission is to discover and appraise new products designed for children and families. Winners of the prestigious Seal of Approval from PTPA Media are selected based on value, functionality, quality and appeal of the product.

ShapeYou.com, an online directory & community resource for local sports, health & fitness, acknowledged First Juice with a **2008 GearAward** in this year's **Natural & Organic Products GearAwards** for providing one of “**the best of the best in organic products**” available to consumers in the marketplace. ShapeYou.com's judges include trainers, nutritionists, health care practitioners, health food store owners and more.

“To receive these national accolades, less than one year after launch, is incredibly rewarding. The only even more meaningful praise we receive is when a fellow parent serves their child First Juice,” explained David Glasser, Founder and CEO, of First Juice, Inc. “First Juice was created to be the best we could do for our children. Our nutrition standards for the juice, and our convenience standards for the packaging were uncompromising, and always will be.”

First Juice is a healthier juice alternative, with 50% less sugar than the leading 100% apple juice. Each eight-ounce serving of First Juice contains only 12 grams of natural sugar from organic fruits and vegetables compared to 27 grams of sugar in an eight-ounce serving of 100% apple juice. A blend of organic fruit and vegetable juice concentrates and purified water, First Juice has been carefully designed with the right amount of flavor for young, developing tastebuds, with the intention of steering them towards an appreciation for flavorful, less sweet tastes.

First Juice is sold in an eight ounce refillable-reusable-recyclable, spill-proof, BPA-Free sippy-top container that is convenient for parents on-the-go, while the First Juice 32 ounce bottle is also recyclable and BPA-Free, is for use at home, and for refills. First juice can also be purchased in 12ct. Playgroup Packs™. First Juice can be stored without refrigeration until opened. From its organic and reduced sugar attributes to its nutritional value and convenience, First Juice offers everything a parent could want in a juice option for their child.

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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 available nationally at *Whole Foods Market*, *Babies "R" Us* and *Toys"R"Us*, *The Food Emporium*, and on www.diapers.com. 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. For more information about First Juice and a complete listing of retailers in your area, please visit www.firstjuice.com.