

First Blush, 100% All Natural Premium Varietal Grape Juice, Arrives in Whole Foods Market® Midwest Region

The Best Grapes Have To Offer™



Santa Barbara – July 5, 2007. First Blush™, the first 100% all natural premium varietal grape juice with no added sugar, no preservatives, no alcohol and no caffeine, arrives in Whole Foods Markets throughout the Midwest including Illinois, Michigan, Minnesota, Missouri, Nebraska and Wisconsin.

First Blush juice is made from the world's finest grapes. Each juice has a unique concentration of flavors and nutrients. Scientific studies show that the naturally occurring polyphenol antioxidants found in First Blush help guard the body against “free radicals”, promote cardiovascular health and activate anti-aging enzymes.*

First Blush is available in four varietal juices, with additional varietals to be introduced later this year:

100% Cabernet Juice from Cabernet grapes.
Aromas & flavors: blackberry, black cherry and black currant.

100% Merlot Juice from Merlot grapes.
Aromas & flavors: subtle currant, cherry, plum and vanilla.

100% Rose' Juice from Zinfandel grapes.
Aromas & flavors: raspberry, strawberry and cranberry.

100% Chardonnay Juice from Chardonnay grapes.
Aromas & flavors: peach, apricot and apple.

“Having been born in Milwaukee, Wisconsin, I am excited that First Blush is now in the Midwest. We are committed to producing the finest quality, best tasting and healthiest varietal grape juice. For too long, we have been conditioned when something tastes great it can't be good for you. That has all changed with First Blush”, said Victoria Briggs, First Blush co-founder.

“At Whole Foods Market we search the world for organic and natural foods. We are very proud that Whole Foods Market is first to Market with First Blush. First Blush is an exciting, crisp and refreshing product. I am confident our customers will love all the varietals of First Blush,” commented Patrick Bradley, Whole Foods Market Midwest regional president

Premised on social and corporate consciousness, First Blush is committed to global health and wellness. In that spirit, First Blush has pledged to donate \$.05 of every bottle sold to the World Health Organization and their mission to promote health as “a state of complete physical, mental and social well-being.”

First Blush is now available at all Whole Foods Markets in California, Arizona, Nevada Illinois, Michigan, Minnesota, Missouri, Nebraska and Wisconsin with additional Whole Foods Market locations coming soon.



For more information on First Blush, please visit www.firstblushjuice.com or contact us at PR@firstblushjuice.com.

**These statements have not been evaluated by the Food and Drug Administration (“FDA”). This product is not meant to diagnose, treat, cure or prevent any disease.*