

For Immediate Release

First Blush™, 100 Percent All Natural Premium Varietal Grape Juice, Launches Exclusively at Whole Foods Market®

The Best Grapes Have To Offer™



Santa Barbara - May 9, 2007. First Blush, the first 100 percent all natural premium varietal grape juice arrives in the refrigerated section of all Whole Foods Markets in California, Arizona & Nevada. It is anticipated that First Blush will roll out nationwide through Whole Foods Market over the next six months under an exclusive grocer distribution agreement recently forged between the two companies.

First Blush juice is made from the world's finest grapes with no added sugar, no preservatives, no alcohol and no caffeine. Each juice is flash pasteurized to retain its 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.

"We are committed to producing the finest quality juice available. For too long, the finest grapes have been used only for wine production. We believe these fine grapes should be enjoyed as pure and simple juice", said Aris Janigian, First Blush co-founder.

"We see a lot of new products at Whole Foods Market and we feel that First Blush will be a hit with our shoppers. We go to extraordinary lengths to satisfy and delight our customers and we're proud that Whole Foods Market is the first to offer First Blush," said Michael Besancon, Whole Foods Market Southern Pacific 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."



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.