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SIMPLY ORANGE JUICE COMPANY EXPANDS OFFERINGS TO INCLUDE SIMPLY ORANGE WITH MANGO AND SIMPLY ORANGE WITH PINEAPPLE

APOPKA, Fla., (May 7, 2008) – Simply Orange Juice Company announced today the addition of two new varieties to the successful Simply line: Simply Orange® with Mango and Simply Orange® with Pineapple. Both start with the fresh-squeezed taste of 100% not-from-concentrate Simply Orange orange juice, blended with not-from-concentrate mango juice and pineapple juice, respectively. The new products will begin shipping to retailers in mid-August.

The Simply Orange® brand portfolio continues to flourish, and the introduction of Simply Orange with Mango and Simply Orange with Pineapple offers consumers delicious new 100% juice options.

"Simply Orange with Mango and Simply Orange with Pineapple represent natural additions to the Simply family of products," said Allison Barrett, Director of Marketing for Simply Orange. "These two new products offer consumers the same delicious fresh-squeezed taste experience that they have come to expect from Simply Orange."

Simply Orange with Mango combines the fresh taste of orange juice with the unique sweetness of mango, while Simply Orange with Pineapple couples orange juice with luscious, tropical pineapple. They are never concentrated, never sweetened, and made with only natural ingredients.

Simply Orange with Mango and Simply Orange with Pineapple are packaged in the unique 59 fl. oz. clear Simply carafe. The launch of the new products will be supported with a comprehensive marketing program that includes a multi-media advertising plan, a public relations campaign, consumer promotions and in-store sampling.

About Simply Orange Juice Company Products

Since the launch of the Simply Orange Juice Company's flagship product, Simply Orange® orange juice, the Simply line has established an impressive share in the chilled orange juice category. Committed to creating not-from-concentrate juices that offer consumers a premium fresh-made taste experience, the Simply line has expanded to include four different varieties of Simply Orange – *Original, Calcium, Grove Made* and *Country Stand*, now available in multiple packages: 59 fl. oz., 89 fl. oz., 59 fl. oz. twin pack and 13.5 fl. oz. single serve carafes. In 2006, the company expanded the Simply line to include Simply Lemonade® and Simply Limeade®, now available in 59 fl. oz. and 13.5 fl. oz. single serve carafes. In 2007, the company launched Simply Apple® and Simply Grapefruit®, available in the 59 fl. oz. carafe.

To download product photos please visit: **www.simplyorangejuice.com.**

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