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NEW TASTES MAKE PREMIUM CHERRY JUICE LIKE DRINKING A HEALTHY CHERRY PIE

Tart Is Smart launches enhanced recipes and new labels in grocery stores in October

Othello, WA – “It’s like drinking a cherry pie,” raves a Tart Is Smart enthusiast who drinks the premium juice every day for its health benefits. In October, Tart Is Smart launches four new recipes with smoother tastes, and new labels touting the cherry juice’s health protection benefits.

Tart Is Smart, a 100% natural 12 oz. cherry juice available in the produce department refrigerated case, comes in four flavors - tart cherry, cherry berry, cherry grape and cherry blueberry.

Each flavor is reformulated, with tart cherry and cherry berry enhanced with sweet cherries, cherry grape tasting ‘grapier’ with white grape juice and cherry blueberry getting a boost from pineapple juice.

“Our fans love the unique flavor of Tart is Smart,” said Ivan Taylor, founder and president of Tart Is Smart. “and now the taste is smoother and more refined. The juice still has the sweet-tart taste of our Montmorency cherries with all of the health benefits and antioxidants.”

New black and gold labels tout the health protection benefits of Tart Is Smart, made from Montmorency cherries, known as ‘The Healing Fruit.’

Research studies at Michigan State University reveal that tart cherries contain a natural combination of 17 antioxidants including:

- * Melatonin to preserve brain function and promote healthy sleep patterns
- * Anthocyanins to reduce painful arthritis and gout inflammation
- * Super Oxide Dismutase (SOD) Compounds to scavenge dangerous free radicals, protect artery walls from plaque build-up and support heart function.

Additional research by USDA and Brunswick Laboratories, MA, show that tart cherries are a high Oxygen Radical Absorption Capacity (ORAC) value fruit, indicating antioxidant free radical neutralizing power.

During normal cellular metabolism, oxygen can create damaging by-products called free radicals. If left unchecked, free radicals may lead to heart damage, cancer, diseases and can weaken the immune system. Antioxidants counteract free radicals by binding with them before they can cause damage, transforming them into non-damaging compounds. Antioxidants can also help maintain cell integrity.

And new research published in the *British Journal of Sports Medicine* shows that tart cherry juice helps athletes recover from exercise by decreasing the symptoms of muscle damage, such as loss of strength after a workout – helping them to keep performing.

“If you tried Tart Is Smart before, we invite you to try it again,” continued Taylor. “Many of our customers drink it every day, straight from the bottle or in smoothies. A lot of people don’t know about cherries’ health benefits. Cherry juice is the smart choice if you are trying to eat healthier to maintain your active lifestyle – especially if you have joint problems.”

"Besides," he added, "everyone likes cherry pie!"

Tart Is Smart is available in the produce department refrigerated case of Publix stores. For more information about Tart Is Smart, visit www.TartisSmart.com. To learn more about the health benefits of tart cherries, visit cherrymkt.org.

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Founded in 1982, TPG Enterprises is a family-owned Othello, Washington-based grower and processor of fresh fruits and vegetables, including tart cherries. With 300 acres of tart cherry orchards, TPG processes the fruit for various uses as ingredients, and as juice concentrate for Tart Is Smart tart cherry juice, available in the produce department of retail grocery stores. For more information about scientific references, TPG Enterprises and its products, please visit www.tpg-usa.com.