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*Note to editors: product samples
and photos available upon request.*

POM Wonderful Gets Crazy Healthy with New TV Campaign To Kick-Off Pomegranate Season

*The Antioxidant Power of Wonderful variety Pomegranates, POM POMS Fresh Arils and
Premium 100% Pomegranate Juice – Now in Store!*

LOS ANGELES (October 6, 2014) POM Wonderful®, the world’s largest producer of Wonderful variety pomegranates and leading premium refrigerated juice company, celebrates the most anticipated time of the year – fresh pomegranate season! Starting October through January, POM Wonderful unleashes the power of antioxidants with Wonderful variety pomegranates, POM POMS™ Fresh Arils and 100% Pomegranate Juice.

As the most popular variety of pomegranates in the United States, Wonderful variety pomegranates are just one of POM Wonderful’s crazy healthy treats. Known for their delicious, sweet taste and plentiful juice, Wonderful variety pomegranates are an excellent source of fiber and deliver free-radical fighting antioxidants like vitamin C. The seeds in pomegranates, also known as arils, are perfect for healthy snacking and cooking. Each 4.3oz container of POM POMS Fresh Arils, POM’s convenient package of ready-to-eat arils, is 100 calories and perfect to enjoy anytime, anywhere. Wonderful variety arils are a brilliant ruby red, indicating the healthy, sweet, tart juice contained within.

Pomegranates add a sweet burst of flavor to any meal, and are ideal for tossing into salads, stirring into yogurt, sprinkling over cereal and more. This season marks a decade of POM Wonderful celebrating pomegranates with original recipes showcasing new ways to enjoy the fruit. As in years past, POM partnered with distinguished chefs like **José Andrés, Ludo Lefebvre, Suzanne Goin, Dale Talde, Michael Mina and more** this year to create new recipes as part of a signature Chef Series. Chef Series recipes and more POM-inspired ideas can be found on Simply Wonderful, POM Wonderful’s digital magazine. (<http://simplywonderful.com/>)

In addition, for the first time in three years, POM Wonderful is returning to television with a “Crazy Healthy” commercial campaign in October. Four commercials highlight the healthful antioxidant power of premium 100% Pomegranate Juice. Each spot features people in everyday situations drinking POM’s premium 100% Pomegranate Juice and being protected by free radical-fighting characters like a dragon, a samurai, a cyclops and archers. Powered by pomegranate antioxidants, POM’s premium 100% Pomegranate Juice is a little sweet, a little tart and a whole lot of crazy healthy. The spots were directed by Tarsem Singh, Directors Guild of America award-winner among more awards for outstanding directorial achievements in commercials. Special computer-generated imagery effects were created by the world famous Framestore, a VFX company in London.

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“Consumers love the sweet burst of flavor and versatility of our products,” said Dahlia Reinkopf, senior director of marketing, POM Wonderful. “Our ‘Crazy Healthy’ TV campaign is timed perfectly with the launch of POM season to remind people about the antioxidant power of pomegranates. The goal of our campaign is to inspire consumers to get crazy healthy with our premium 100% Pomegranate Juice and seasonal Wonderful variety pomegranates.”

POM Wonderful variety pomegranates, POM POMS Fresh Arils and 100% Pomegranate Juice are available in the produce section at leading grocery, club and mass retailers. POM Wonderful variety pomegranates and POM POMS Fresh Arils are available October through January, and POM Wonderful 100% Pomegranate Juice is available year-round. To learn more about POM Wonderful, visit pressroom.pomwonderful.com or follow us on Facebook (www.facebook.com/POMWonderful) and Twitter (www.twitter.com/pomwonderful) with #POMWonderful.

About POM Wonderful

With nearly 13,000 acres of orchards in Central California, POM Wonderful is the largest grower and producer of fresh pomegranates and pomegranate juice in the United States. POM Wonderful grows, handpicks and juices its own pomegranates. By managing the entire production process from tree to table, we guarantee that our fresh pomegranates, fresh arils and 100% pomegranate juice come from only one source – 100% California-grown POM Wonderful pomegranates.

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