

Date: April 30, 2008

Subject: April '08 Program Update



New Materials — In anticipation of upcoming trade shows and other activities, we have developed new fact sheets pertaining to the following subjects:

ORAC Antioxidant Values for Juices: Exotic, imported berries are making their own antioxidant claims, and more mainstream products like POM Wonderful Pomegranate Juice are funding new research using multiple antioxidant measures to establish superiority in the juice category. In response to recent research by POM Wonderful that makes a superior antioxidant claim for its juice as a result of combining a variety of antioxidant measures, we have developed a fact sheet reaffirming the number one position for blueberry juice using the Oxygen Radical Absorbance Capacity (ORAC) assay. ORAC continues to be the gold standard of antioxidant measurement in the food industry. The new fact sheet is attached, as is a jpg file of the chart on its own.

CAA Antioxidant Assay: The Cellular Antioxidant Activity (CAA) assay is a new antioxidant research tool, developed by Cornell University scientist Rui Hai Liu, Ph.D. CAA compares antioxidant activity at the cellular level. Wild Blueberries outperformed cranberries, apples and both red and green grapes in the initial study. Dr. Liu is currently expanding his research looking at more than 20 fruits (including Wild Blueberries) and expects to present preliminary findings later this year. A PDF of the fact sheet and a jpg file of the chart are attached.

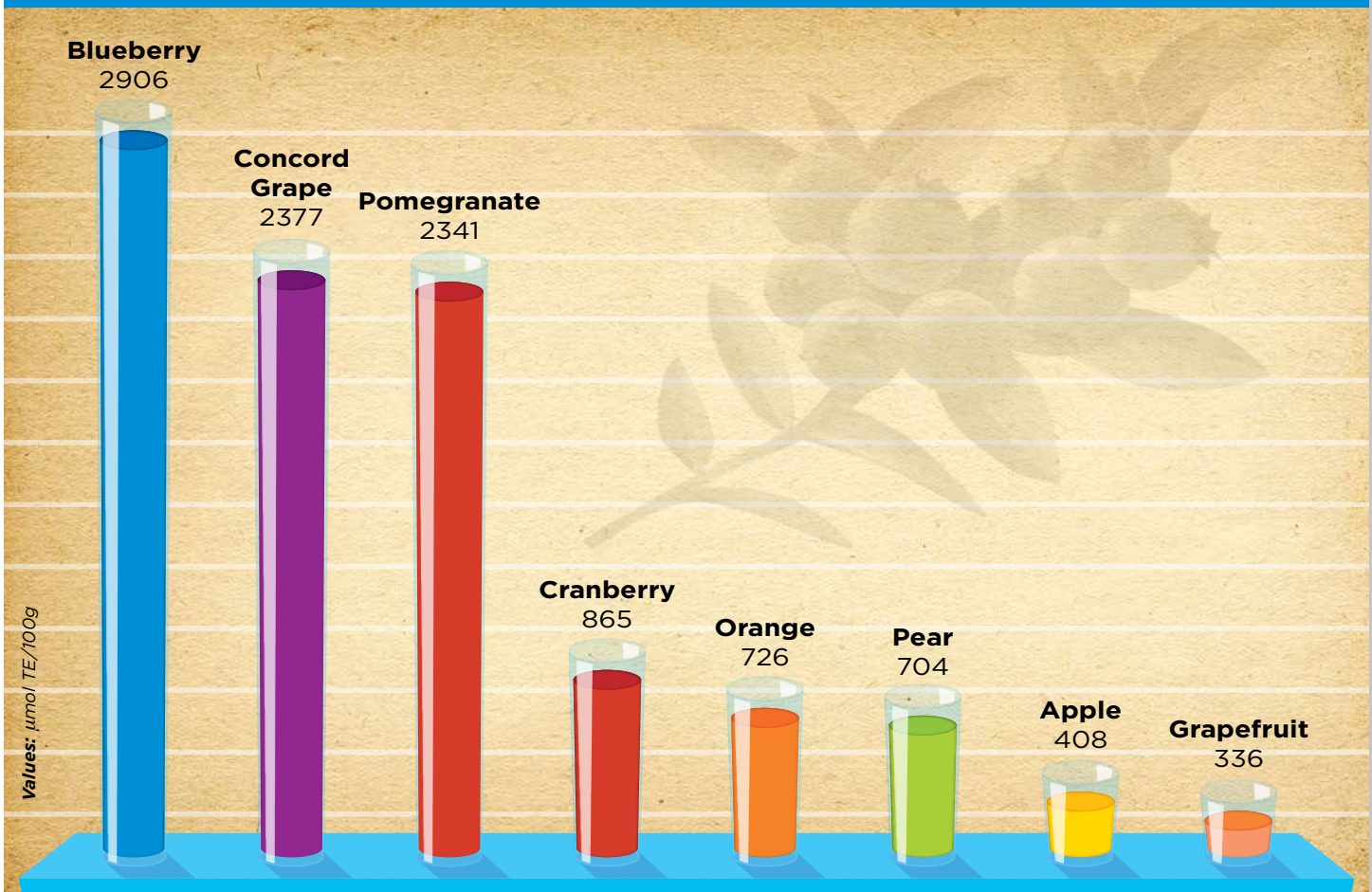
Health Research Overview: Wild Blueberry health research is expansive with more work being done around the world than ever before. The attached health research overview presents a summary of pertinent studies in key areas of research: Antioxidants and oxidative stress, healthy-aging, anti-inflammatory benefits, cancer prevention, urinary tract health, protection against stroke and heart health. Key researchers were consulted on the text in cases where new research was reported.

These fact sheets can be reproduced by WBANA members for distribution to key customers and interested parties. Much of the information contained in the fact sheets will be available on the new WBANA website.



Nature's ANTIOXIDANT SUPERFRUIT™

ORAC Antioxidant Values for Juices



* Source: USDA Agricultural Research Service, Oxygen Radical Absorbance Capacity (ORAC) of Selected Foods—2007.



IN RECENT USDA STUDIES, BLUEBERRY JUICE RANKED #1 IN ANTIOXIDANT CAPACITY PER 100g SERVING, USING THE OXYGEN RADICAL ABSORBANCE CAPACITY (ORAC) MEASURE*. BLUEBERRY JUICE TOPPED POMEGRANATE JUICE, CONCORD GRAPE JUICE, CRANBERRY JUICE AND FOUR OTHER FRUIT JUICES.



www.wildblueberries.com