

FruitFast® Launches New Website

- Showcasing Company's Superior Fruit Products -

FruitFast®, an industry leader with international sales of all-fruit nutraceutical products, has unveiled a new website to reflect their focus on healthy living. Fruit juice concentrates, the original fruit softgels, USDA developed fruit bars and potent liquids are all highlighted on the updated www.brownwoodacres.com website.

Online visitors will find a clean and concise homepage for easy use by both new and returning customers. A key factor in the upgrade is the ordering process, which has been streamlined, and products are now much easier to find, research and purchase. Consumers can locate relevant product information quickly, including the products' Certificates of Analysis for content reference, along with specials and shipping discounts.

“The new Brownwood Acres/ FruitFast website better reflects our company’s focus: providing quality fruit products and excellent customer service with the goal of promoting healthy living to all ages,” says owner Steve deTar. “We want our customers to feel comfortable and confident with everything we do – from providing premium North American-grown fruits and pioneering processes to the courteous voice they hear on the phone when they call us.”

The Brownwood Acres/ FruitFast site opens the lines of communication, too, through a blog that gives a “behind the scenes perspective” of not only the company and products, but also of the FruitFast lifestyle: a way of life that focuses on healthy habits for all ages and encourages feedback from website visitors and customers.

Another expanding feature is the Recipe File that shares healthy and innovative recipes, often using the FruitFast product line of tart cherry, pomegranate and

berry fruit concentrates, potent liquids and dried fruits. Recipes range from cherry smoothies containing beneficial antioxidants to a cherry chili that is sure to become a family favorite.

FruitFast products are made from whole fruit without preservatives, fillers, additives, coloring or the use of harsh solvents. The company's proprietary process captures the goodness of whole fruit, including the skin and pulp. This process protects the dark-skinned fruits' phytonutrients that typically are destroyed due to high temperature processing. FruitFast is the only company in the world that uses this fruit technology.

FruitFast's loyal customer base has come to expect superior quality, innovative products and impeccable customer service. The company continues to foster customer relationships by tapping into their unique and diverse following and reaching out to their online visitors.

FruitFast has welcomed the new online channels that not only allow the company to connect with consumers, but also encourages consumers to provide feedback on products, recipes and testimonials. FruitFast has a Facebook page and can be found on Google Knol. Fans and followers can learn of real time special promotions and offers.

ABOUT FRUITFAST®

FruitFast® is the exclusive producer of fruit softgel capsules made from whole fruit, including *CherryFlex®*, *WildBlueberry IQ* and *Wonderful Pomegranate*. The dietary supplement company (**www.brownwoodacres.com**) also produces a variety of fruit supplement bars made from 100% fruit. All products can be ordered online or call toll free (1.877.591.3101) Monday through Friday, 8:30 a.m. to 5:00 p.m. EDT.

* This statement has not been evaluated by the Food and Drug Administration.
This product is not intended to diagnose, treat, cure or prevent any disease.