



1434 COUNTY LINE ROAD
HUNTINGDON VALLEY PA 19006

PRESS RELEASE

New Harvest Squeeze Lemonade Supports Alex's Lemonade Stand Foundation

HUNTINGDON VALLEY, PA – May 26, 2010 – Multi-Flow Industries launched a new line of Lemonade Beverages today, branded under the Harvest Squeeze Juice label. The brand will support Alex's Lemonade Stand Foundation, which has raised over \$30 Million to support childhood cancer research. Harvest Squeeze Lemonade, along with the other Harvest Squeeze Juices, are processed exclusively for Fountain Dispensing.

Multi-Flow Industries CEO Mark Stephens said, "Harvest Squeeze Lemonade is all about being 'real.' Our lemonade is made with real sugar, with 5% real lemon juice, and will be launched with real variety." The line-up includes a classic yellow lemonade, a pink lemonade, a sugarfree lemonade, and a half tea/half lemonade variety. In addition, the Classic Yellow and Pink Lemonades will offer real calorie reduction—25% less calories than a typical serving of lemonade. The Harvest Squeeze Lemonade recipe uses a blend of real sugar and crystalline fructose, an all-natural sugar which doesn't contain the glucose found in high fructose corn syrup. Owen Rothstein, Multi-Flow's Director of Product Development, said, "The result is a beverage that tastes as sweet and delicious as the best homemade lemonades, but can be labeled as a reduced-calorie beverage."

Stephens also announced that Harvest Squeeze Lemonade will offer "real support" to a widely-recognized cause, Alex's Lemonade Stand Foundation. At least 25% of the profits Multi-Flow generates from sales of Harvest Squeeze Lemonade will be donated to the Foundation every year, which works directly with doctors, researchers, and nurses to identify the specific challenges they face in bringing new treatments to children with cancer. Alex, the founder of the Foundation, was diagnosed with neuroblastoma (a difficult-to-cure type of childhood cancer) shortly before her first birthday. When Alex was just 4 years old, she asked her mother if she could hold a lemonade stand in her front yard to raise money to help "her doctors" find a cure for kids with cancer. For the next four years, despite her deteriorating health, Alex held an annual lemonade stand. News of Alex helping other children like herself spread far and wide. Inspired by Alex's cause and dedicated determination, children, schools, businesses and organizations have held thousands of lemonade stands. Although cancer ultimately took Alex's life in August of 2004, her legacy of courage and hope lives on through all who continue to support her cause.

Jay and Liz Scott, Directors of Alex's Lemonade Stand Foundation as well as Alex's parents, were pleased with the support that Harvest Squeeze Lemonade is offering the Foundation. "We are constantly amazed at the generosity of individuals and companies in helping to continue the fight against childhood cancer Alex started. Harvest Squeeze Lemonade is another example of this generosity with the added bonus of a delicious and refreshing drink."

In addition to the support of Alex's Lemonade Stand Foundation, Stephens wants to ensure that consumers purchase Harvest Squeeze Lemonade for the taste and quality. "It's great to support a cause, and this is a cause we all believe in," Stephens said. "But Harvest Squeeze Lemonade isn't just about raising awareness and support for a charity. First and foremost, we believe we have a truly great-tasting product with significant points-of-difference versus other lemonades. By using real sugar, real lemon juice, and offering a great-tasting reduced-calorie beverage with the sweetness and tartness of homemade lemonade, we believe we have an outstanding offering."



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Harvest Squeeze Lemonade, in addition to the full line of Harvest Squeeze Juice, is available for national distribution to restaurants, foodservice, and all other locations that serve fountain-dispensed juice.

About Multi-Flow Industries

Multi-Flow Industries, based in Huntingdon Valley, PA, produces branded and private label concentrated Iced Teas, Juices, Carbonated Soft Drinks, Energy Drinks and Fortified Functional in Bag-in-the-Box packages. In addition to the recent "Excellent" rating from Silliker, Multi-Flow Industries has been an OSHA VPP Star Site since 2005. Nearly half of Multi-Flow Industries' revenue is derived from private label partnerships with convenience store chains, foodservice operators, and branded bottle and can manufacturers. The balance of Multi-Flow Industries' revenue is generated from route delivery sales out of their 12 warehouses along the East Coast. The company was established in 1937. More information on Multi-Flow can be found on the company website at www.multiflow.net.