



TRADE ANNOUNCEMENT

Happy Planet Unveils a Fresh New Look for Smoothies & Lemonades

'A reason for consumers to smile this Spring'

VANCOUVER, BC – April 2, 2013 - A great reason for consumers to smile this Spring....Happy Planet, Canada's favourite all natural food and juice company, unveils a fresh, fun, happier look to its lemonade and smoothie lines. Just in time for the new season, both product lines' fresh, delicious tastes, new logo and cooler design will give consumers plenty of reasons to smile.

The company first introduced the rebranded look to its globally-inspired soups and fresh, organic 1.89L juices last Fall and has now expanded it across their seasonal refreshers and iconic smoothie lines.

"We wanted to expand our new fresh, look across all of our product lines," said Happy Planet co-founder Randal Ius, "and Spring is the ideal time to do so as thirst-quenching beverages like lemonades and smoothies start to become top-of-mind for consumers."

Happy Planet's Lemonade and Raspberry Lemonade truly are 'summer in a bottle.' These lemonades are the must have summer drinks when wanting something refreshing, organic and great tasting. The new look of these thirst-quenchers and Happy Planet's smoothies will start appearing on store shelves by the end of April.

And be on the lookout later this year as phase two of Happy Planet's rebranded smoothie line will include exciting, innovative, new flavours plus a more contemporary bottle design certain to stand out amongst all other offerings!

***About Happy Planet:** Two boys with big dreams. Gregor Robertson's family farm outside of Vancouver grew lovely organic carrots. In 1994 along with his friend Randal Ius and a big blender they started making natural juices and smoothies to give city people a taste of the country. They called their business Happy Planet. Today Happy Planet is Canada's leading all natural food and juice company. They still make juices and smoothies. They make delicious natural and organic soups too. They've not made all the planet happy yet, but it's a good start.*

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