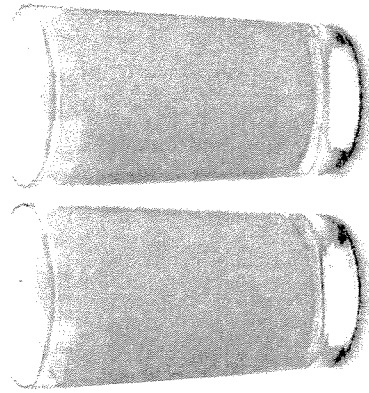


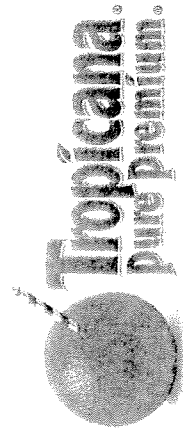
Exhibit A



Lowering your blood pressure never tasted so good.



A new clinical study shows enjoying two glasses of Tropicana Pure Premium every day can lower your blood pressure an average of ten points.



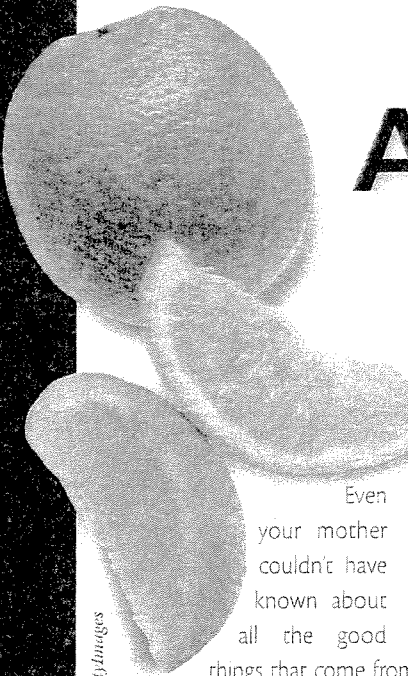
Two 8-oz. glasses daily over 6 weeks resulted in an average reduction of 10 pts. Consult your physician. Results may vary.

Exhibit B

Exhibit B is a video cassette
containing 2 television
advertisements for Tropicana
Pure Premium entitled
“Doctor’s Office”

Exhibit C

Antioxidants Are Pro-Health



Photodisc/Getty Images

Even your mother couldn't have known about all the good

things that come from orange juice. Over the past few years, researchers have tied America's favorite breakfast beverage to a bonanza of health perks. Besides being fat-, sodium- and cholesterol-free, orange juice has been shown to improve heart health. And there's growing evidence it may have other benefits, including helping to stave off cancer.

These good things come courtesy of o.j.'s naturally occurring phytonutrients, of which more than 60 have been identified so far. These include disease-fighting antioxidants called flavonoids and limonoids.

TRIED, TRUE AND TERRIFIC

Orange juice also contains significant amounts of more familiar nutrients. "Orange juice is a particularly rich source of vitamin C, which helps reduce oxidative stress, an important factor leading to aging and chronic disease," says Jeffrey Blumberg, Ph.D., associate director and chief of the Antioxidants Research Lab at the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University.

Most research on o.j. links a juice habit to healthier hearts. For instance, researchers recently showed that drinking three glasses of Tropicana orange juice a day for four weeks raised HDL, the "good" cholesterol, by 21 percent and improved the ratio of good to bad (LDL) cholesterol by 16 percent. "It's probable that the constituent of orange juice that's responsible is a flavonoid called hesperidin," says study co-



Photodisc/Getty Images

MINERALS GALORE

Hearts also benefit from folic acid (folate), which lowers levels of a harmful substance called homocysteine. High amounts of this amino acid are associated with increased risk of cardiovascular problems, but drinking orange juice may counter its ill effects. A study from the Medical College of Wisconsin found that drinking 20 ounces of orange juice a day increased blood levels of folate by almost 45 percent and decreased homocysteine by 11 percent.

Orange juice also appears to lower blood pressure and stroke


risk, which appears to be at least partly due to its high potassium levels. When researchers at the Cleveland Clinic Heart Center asked 24 people to drink two glasses of Tropicana each day for eight weeks, study participants experienced a significant



Digital Vision/Getty Images

lowering of blood pressure: Systolic blood pressure (the upper number) dropped an average of 10 points. ●

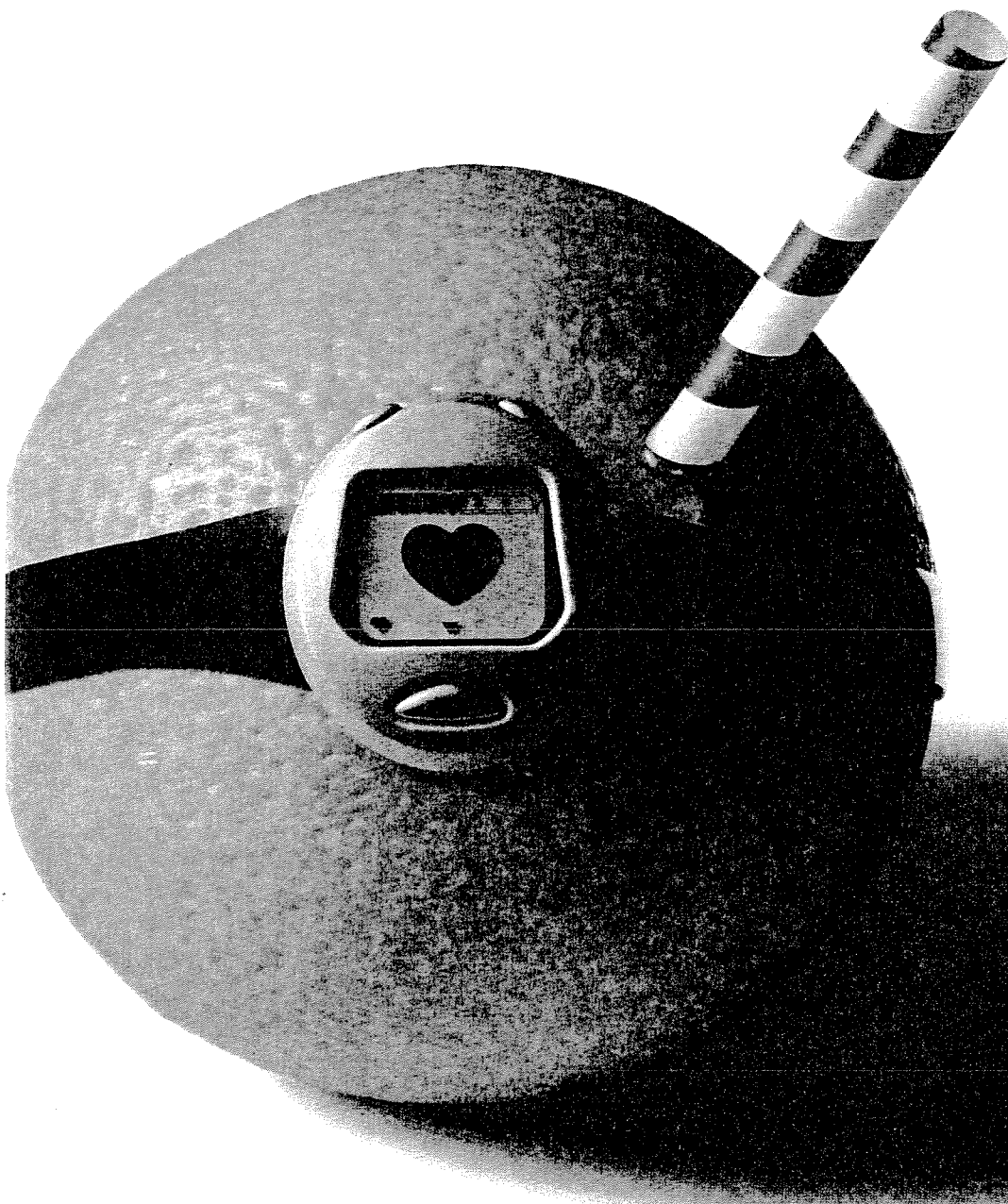
Tropicana
PURE PREMIUM
ESSENTIALS

THE JOY OF O.J.
An 8-ounce glass of Tropicana® Pure Premium® Essentials Healthy Heart orange juice (1 serving of the recommended 2 to 4 fruits a day) contains:

Calories.....	110
Vitamin C.....	144 mg. (240% of Daily Value)
Folate.....	60 mcg. (15% of DV)
Potassium.....	450 mg (13% of DV)

Photodisc/Getty Images



Help keep your heart running strong:
New Tropicana® Healthy Heart™

The power of six heart healthy nutrients and zero sodium.
The power to be strong to the core.
THAT'S **THE POWER OF PURE PREMIUM®**

