



100% PURE POMEGRANATE JUICE.

It's 100% pure! It's heroically healthy! It's The Antioxidant Superpower, POM Wonderful 100% authentic pomegranate juice.

Backed by \$25 million in medical research. Proven to fight for cardiovascular, prostate and erectile health. Committed to keeping you healthy for a good, long time!

Drink to prostate health.



Sometimes, good medicine can taste great. Case in point: POM Wonderful. A recently published preliminary medical study followed 46 men previously treated for prostate cancer, either with surgery or radiation. After drinking 8 ounces of POM Wonderful 100% Pomegranate Juice daily for at least two years, these men experienced significantly longer PSA doubling times. Want to learn more about the results of this study? Visit pomwonderful.com/prostate. **Trust in POM.**

pomwonderful.com

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SPECIAL SOLUTIONS

Koblner, of *Get a Social Life*, rapped up her four million dollars for 2009.

BANKS OFF
Her goal is to pay banking fees—not even a few dollars—and there's a clear of banks that charge for withdrawals, or your fee to make you're not charging any fees. And if your bank charges a monthly fee, it's on banks.

OUT OF DEBT
Any extra money to pay down credit card balances or other interest-bearing debt. Maybe raid savings or your 401(k), or try to do it. A lower rate on savings are good, it's probably lower than your cards are charging.

SAVE
If you've zeroed out your credit card balances, get at least 10% of your take-home pay in a money market account. If you already have 10%, bump it to 15%.

IN A ROTH IRA
If you're already contributing to your 401(k) match, consider one of your investments. The mutual fund companies let you open an account for just a few dollars a month. The money will grow tax free.

I'm off to save PROSTATES!

POM WONDERFUL
100% POMEGRANATE JUICE

Man by man, gland by gland, The Antioxidant Superpower[®] is 100% committed to defending healthy prostates. Powered by pure pomegranate juice... backed by \$25 million in vigilant medical research*... there's no telling just how far it will go to improve prostate health in the future.

*Prostate study details at http://www.pomwonderful.com/health_benefits.html

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pomwonderful.com

The Antioxidant Superpower.®

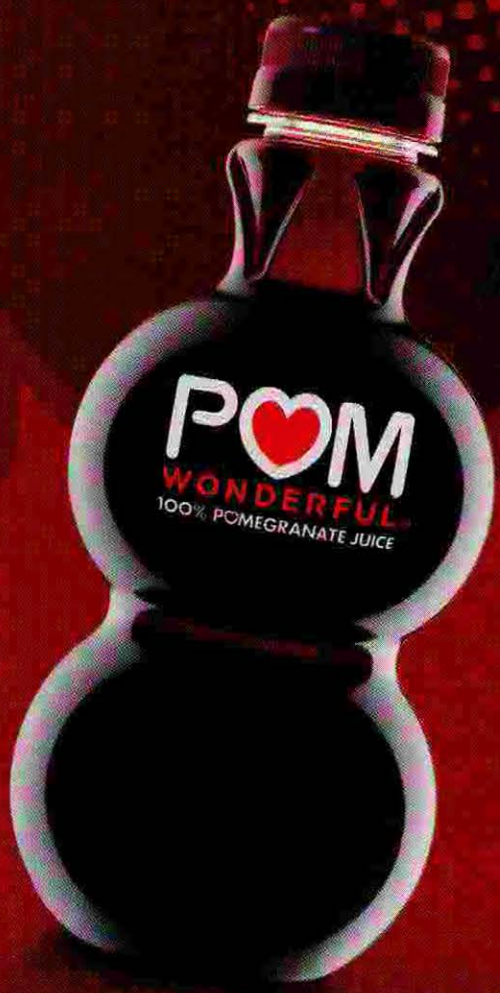


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HOLY HEALTH!

\$25 million in medical research.



In a time of major health problems, one 16-ounce hero will unleash its incredible healing powers: POM Wonderful® 100% pure pomegranate juice. Backed by an unheard-of \$25 million in medical research, The Antioxidant Superpower® sweeps into action to help fight for heart and prostate health. Ka-POM!

pomwonderful.com

The Antioxidant Superpower.®

Exhibit D

EXHIBIT E

(see enclosed CD with excerpts of several website captures)

Exh E-1 PomegranateTruth

Exh E-2 PomWonderful Health Benefits

Exh E-3 PomWonderful Video Ads

Exh E-4 PomWonderful Products

Exh E-5 POM website excerpt 1.10

Exh E-6 LRR on Martha Stewart Youtube 11.08

Exh E-7 Tupper on Fox News Youtube 6.08

Exh E-8 Pomx Pills website

Exh E-9 PomPills.com 1.10



[« Cornish Game Hen with POM Pomegranate Glaze | Main | What's in your juice? And where has it been? »](#)

03/20/2009

● Striking Out On Your Own

Newsweek

Read the latest Lynda Resnick interview by [Newsweek's Nick Summers](#). Lynda is the founder of POM and answers the question, is now a good time to start a company? Absolutely...

Posted by POM Wonderful on 03/20/2009 at 09:42 AM | [Permalink](#) [Digg This](#) | [Save to del.icio.us](#)

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Striking Out On Your Own

Is now a good time to start a company? Absolutely, says Lynda Resnick, the founder of Fiji Water and POM Wonderful.

Nick Summers

Newsweek Web Exclusive

When Lynda Resnick brings her own water to an interview, she really brings her own. That is, when she produces a bottle of Fiji, she owns the entire company—as well as POM Wonderful, maker of pomegranate juice and antioxidant supplements. She's a serial entrepreneur who also owns the Teleflora floral service and a number of other ventures. Resnick's new book, [Rubies in the Orchard](#), details a lifetime acquiring businesses and transforming them with a keen eye for value, marketing and community. The writing can be flat—especially compared with how charismatic Resnick is in person—but the ideas are so sound, and the track record so full of success, that the book is still a fun read, and highly instructive to anyone wishing to start a business in these bleak times. Resnick spoke to NEWSWEEK's Nick Summers about the Bush administration's economic legacy, balancing risk with reward and why now is a great time to be running [your own business](#). Excerpts:

How long were you working on the book?

Of course it took me my whole life, but six months. I turned in the manuscript, and my editor said it was the cleanest he'd ever seen. I thought, "Is that a compliment?" The corrections took about half an hour; that was it. There was a page and a half that he took out that was a little too strident.

What was it strident about?

I get carried away. The Bush administration—I was hysterical during the entire eight years. Beating my chest, crying, screaming at the television. I saw the end. I did. I have a Cassandra complex. Do you know who Cassandra was?

I do!

And do you know what happened when she broke up with Apollo, what he did to her?

I don't.

He gave her the gift of prophesy, but made it so that no one would believe her.

So you saw the end—of what?

I didn't see the debacle the way it is today, but I did—every time the stock market went up another 300 points, I would get sick. I was very upset, because I've lived through so many bubbles. I knew that there was no way that this was going to last. You can't expect to make 20 percent a year, year in and year out.

Why did you write the book? Who was the target audience?

I wrote it, I hope, for small- to medium-size businesses, although Wall Street could learn a lot from it. But alas, will they? I talk about the tyranny of instant gratification that our country has gone through over the last 20 years. Running companies for quarterly profits is not a long-term game, as we've seen. So my concept is, if you have a product or business or service, you have to make sure you have true intrinsic value in what you're selling. You have to figure out where that value resides—is it your technology, is it some invention that you've made? Is it the fact that your water fell as rain 200 years ago? Is it the fact that your pomegranate has healing properties?

Then communicate that value. You have to have a unique selling proposition, something that sets you apart from the other people in your realm. If you're a dry cleaner, is your front office as pristine as the clothes you're returning? If it's a movie theater, maybe it's an art theater, showing films that they can't get somewhere else?

Community and transparency can level the playing field. Small businesses are not burdened with

the overhead and the debt of a big business—they can zoom in with their disruptive technology and take over. There was no chance for small business up until recently; it was very hard to come to market with your new idea. Nobody was interested; they wanted to write fancy derivatives and instruments that were going to make it quick on Wall Street. But today there's a real opening, and it's a good day for small business.

So there's reason for optimism, for entrepreneurs with an idea for a business? And what about taking risks in general?

What do they have to lose? They may as well go for it. They're not going to see another opening like this. Investing in your own business is what we've always done; we've never been a public company. Who are you going to believe in more than yourself?

Now, I disagree that we should be spending. I'm not, and believe me, I love to. Now I'm very cautious about what I'm buying. I used to buy at the auction houses all the time. We have a big art collection, but I'm not doing it, man. I don't need it. I don't need another thing. Cash is king. If we start saving, we may be able to finance our own future. So it's OK, pull in your belt a little bit.

What else should entrepreneurs consider about today's economy?

The wonderful thing about the Internet is that it wasn't there during the last depression. It's the No. 1 thing that I think will save us. Let's say you have a great idea that you've invented: the best mousetrap. How easy it is today to comb the Web and find out if someone else has done that mousetrap. A piece of cake; I could do that in 20 minutes. Then you could go to zoomerang.com, which is a market-research Web site. For \$20 a month, you can find your target market and ask, "How do you feel about this mousetrap? Is this the mousetrap you've longed for? The roach hotel that will make your life easy?" Then, you're ready to go to your patent attorney. And there are also cheap patent attorneys online!

You write that you despise the phrase "think outside the box."

Because the answer's inside the box. The answer to your problem is always inside the box, always understanding the intrinsic value again of your product or service. Look there for your marketing answer. Take Fiji Water. Smartwater got Jennifer Aniston to be their spokesperson for millions of dollars. But every celebrity drinks my water. I just take the pictures from Us and Touch, or whatever the hell those magazines are called, and put those on our Web site.

I hate "think outside the box" too.

People don't like the obvious—it's like, boring. It's "boring" to think of value, "boring" to think of unique selling proposition, "boring" to think of community and hard work. "We should have this big idea that's just going to transport us to riches!" But it isn't like that, especially now. Hard work is back—with a vengeance.

That's probably a good lesson for almost everyone.

I realized after reading [Malcolm Gladwell's] "Outliers" why I did so well when I started [business] at 19. By the time everyone else was graduating from an MBA program, I had been in business for so many years that I was ahead of the pack!

Do you still have an inner competitiveness to stay on top of the business world? Are you still looking to buy new companies or start new ones?

Sure, yeah!

Always? Till you drop dead?

Well, yeah! I have no plans to retire. You think it's undignified for a woman my age to still be working? There's so much need in this world, how can I not? If I can motivate a person that comes to one of my lectures, that's something. [*Coughs, clears throat*] Excuse me. My vitamins. I take POMx.

Should I take vitamins?

I don't know your family history. How's your father?

He's in good health. Had a bout of prostate cancer, but that's—

You have to be on pomegranate juice. You have a 50 percent chance of getting it. Listen to me. It is the one thing that will keep your PSA normal. You have to drink pomegranate juice. There is nothing else we know of that will keep your PSA in check. Ask any urologist—your father should be on it. Your father should be on it. I'm sorry to do this to you, but I have to tell you. We just did a study at UCLA, on 43 men ... It arrested their PSA. How old are you, 28?

Twenty-six.

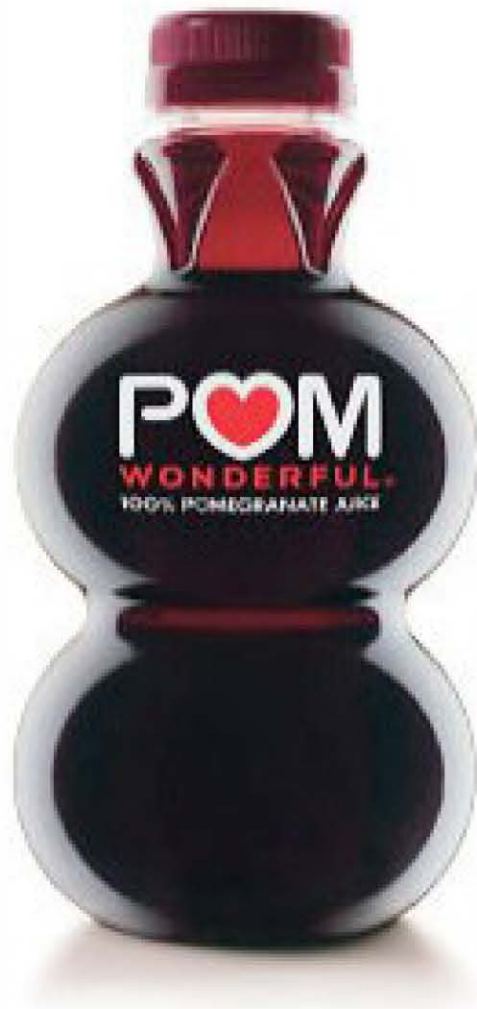
Get a base line now. [*Pause, wink*] It's also 40 percent as effective as Viagra. Not that you need it.

But—couldn't hoit!

URL: <http://www.newsweek.com/id/190063>

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Amaze your
urologist



The
**Antioxidant
Superpower.**

LEARN MORE ▶

Exhibit G



***I'm off to save
PROSTATES!***

**The Antioxidant
Superpower.**

[Learn More >](#)



Antioxidant Superpill™

The most concentrated source
of pomegranate antioxidants available.



POM IN A PILL™

1.888.POM.PILL (1.888.766.7455)

pompills.com

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POMx™ is the first and only pomegranate antioxidant supplement reviewed for safety by the FDA.

POMx™ is a highly concentrated, incredibly powerful blend of all-natural polyphenol antioxidants made from the very same pomegranates in POM Wonderful 100% Pomegranate Juice. In fact, our method of harnessing astonishing levels of antioxidants is so extraordinary, it's patent-pending.

The power of POM. Now in one little pill.™

All of the antioxidant power of an 8oz glass of POM Wonderful 100% Pomegranate Juice is now available in the convenience of a single calorie-free pill. **Take one daily.**

Each bottle contains a one-month supply of 30 pills.



Our antioxidants make other antioxidants feel inferior.



fact.1 **More polyphenol antioxidants than any other 100% pomegranate supplement**

fact.3 **An astonishing 1000mg of natural pomegranate polyphenol extract in every pill**

fact.2 **The antioxidant power of an 8oz glass of our juice, in a calorie-free pill**

fact.4 **Made from the same California pomegranates in POM Wonderful 100% Pomegranate Juice**

Why take an antioxidant supplement?

Let's start with the problem: free radicals. Emerging science tells us these unstable molecules aggressively destroy healthy cells in your body and may be linked to everything from the wrinkles we get as we age to more serious health threats like cancer and heart disease. In fact, scientists have already linked free radicals to as many as 60 different types of diseases.

Fighting free radicals.

Where do free radicals come from? Everywhere. They're formed by exposure to alcohol, sunlight, tobacco smoke, air pollution,

pesticides and even fried foods. That's where antioxidants come in. Science tells us that pomegranate antioxidants neutralize free radicals, helping to prevent the damage that can lead to disease. In the fight against free radicals, POMx is the Antioxidant Superpill.™

Not all antioxidants are equal.

POMx is made from pomegranates only—nothing else. When other supplements add non-pomegranate ingredients or even other antioxidants, they can disrupt the balance of molecules that nature intended the pomegranate to have. The polyphenol antioxidants in POMx are as natural and unadulterated as those in our fresh, California-grown POM Wonderful Pomegranates.

“Findings from a small study suggest that pomegranate juice may one day prove an effective weapon against prostate cancer.”

The New York Times (July 4, 2006)



Prostate health.

Prostate cancer is the most commonly diagnosed cancer among men in the United States and the second-leading cause of cancer death in men after lung cancer.¹

Time pill.

Stable levels of prostate-specific antigens (or PSA levels) are critical for men with prostate cancer. Patients with quick PSA doubling times are more likely to die from their cancer.² According to a UCLA study of 46 men age 65 to 70 with

advanced prostate cancer, drinking an 8oz glass of POM Wonderful 100% Pomegranate Juice every day slowed their PSA doubling time by nearly 350%.³

83% of those who participated in the study showed a significant decrease in their cancer regrowth rate.³

One small pill for mankind.

New studies are under way to further investigate the possibilities of POM Wonderful pomegranate antioxidants and their potential ability to slow the rise of PSA levels in patients with prostate cancer.

To learn more, visit pompills.com/research.

“The most abundant and most active ingredients in pomegranate juice are also found in POMx. Basic studies indicate that POMx and POM Wonderful Pomegranate Juice may have the same effects on prostate health.”

*David Heber, MD, PhD, Professor of Medicine and Director,
UCLA Center for Human Nutrition*



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

¹American Cancer Society ²Vital Signs newsletter, UCLA Healthcare, April 2007 ³pompills.com/research ⁴Data on file

“POM Wonderful Pomegranate Juice has been proven to promote cardiovascular health, and we believe that POMx may have the same health benefits.”

*Dr. Michael Aviram, Lipid Research Laboratory,
Technion Faculty of Medicine, Haifa, Israel*

Heart health.

In two groundbreaking preliminary studies, patients who drank POM Wonderful 100% Pomegranate Juice experienced impressive cardiovascular results. A pilot study at the Rambam Medical Center in Israel included 19 patients with atherosclerosis (clogged arteries). After a year, arterial plaque decreased 30% for those patients who consumed 8oz of POM Wonderful 100% Pomegranate Juice daily.³

An additional study at the University of California, San Francisco included 45 patients with impaired blood flow to the heart. Patients who consumed 8oz of POM Wonderful 100% Pomegranate Juice daily for three months experienced a 17% improvement in blood flow.³ Initial studies on POMx share similar promise for heart health, and our research continues.



Fig.1 THE HEART

The POMx Difference

Ultra-Potent:

- 1000mg of natural pomegranate polyphenol extract in every pill
- More antioxidants than any other pomegranate supplement
- One POMx pill = the antioxidant power of 8oz of POM Wonderful 100% Pomegranate Juice
- Your daily antioxidants in a single pill
- A full spectrum of pomegranate polyphenol antioxidants

Natural:

- Made from pomegranates and nothing else

- No synthetic or other antioxidants added
- No sugar, artificial colors or preservatives
- Calorie-free, vegan, kosher

Science, Not Fiction:

- Made from the only pomegranates backed by \$20 million in medical research and the POM Wonderful brand
- Promotes heart and prostate health
- Guards your body against free radicals⁴
- Proven to be easily absorbed⁴
- Clinically tested on adults⁴

To access the original published studies mentioned, visit pompills.com/research.

HEALTHY. ~~WEALTHY.~~ AND WISE.

(2 OUT OF 3 IN THIS ECONOMY AIN'T BAD.)

Antioxidants are a necessity. Not a luxury.

Emerging science suggests that antioxidants are critically important to maintaining good health because they protect you from free radicals, which can damage your body. Taking one POMx pill a day will help protect you from free radicals and keep you at your healthy best. Even when you're going through the worst.



The antioxidant power of our 8oz juice.

Recession-proof your health with POMx.

POMx is an all-natural, ultra-potent antioxidant extract. Containing a full spectrum of pomegranate polyphenols, POMx is so concentrated that a single capsule has the antioxidant power of a full glass of POM Wonderful® 100% Pomegranate Juice.



The Antioxidant Superpill.™

\$32 million in medical research. A sound investment.

POMx is made from the only pomegranates backed by \$32 million in medical research at the world's leading universities.

Not only has this research documented the unique and superior antioxidant power of pomegranates, it has revealed promising results for prostate and cardiovascular health.



Hope for the future. Yours.

Our POMx pills are made from the same pomegranates we use to make our POM Wonderful 100% Pomegranate Juice, on which each of the following medical studies was conducted.

An initial UCLA study on our juice found hopeful results for prostate health, reporting "statistically significant prolongation of PSA doubling times," according to Dr. Allen J. Pantuck in *Clinical Cancer Research*, '06.^{1,2,3}

Two additional preliminary studies on our juice showed promising results for heart health. "Stress-induced ischemia (restricted blood flow to the heart) decreased in the pomegranate group," Dr. Dean Ornish reported in the *American Journal of Cardiology*, '05.^{1,2,4}

"Pomegranate juice consumption resulted in significant reduction in IMT⁵ (thickness of arterial plaque) by up to 30% after one year," said Dr. Michael Aviram in *Clinical Nutrition*, '04.^{1,2,5,6}

Try POMx Monthly
FREE for
ONE MONTH.

We'll even pay for the shipping:



Order Now: 888-766-7455 or pompills.com/ph
Use discount code: PH30

*SIGN UP FOR POMx MONTHLY, AND WE'LL SEND YOUR FIRST BOTTLE FREE. AFTER THAT, YOU'LL CONTINUE TO RECEIVE MONTHLY SHIPMENTS FOR \$29.95 WITH COMPLIMENTARY SHIPPING. Offer expires 12/15/09 and applies only to the purchase price for the first bottle of POMx Monthly. Following months will be \$29.95 per bottle. One discount per customer. Cannot be combined with other offers. No substitutions, transfer rights or cash equivalents. We reserve the right to discontinue this promotion, change product price or shipping charge at any time. Valid only at pompills.com/ph or 1-888-766-7455. Not valid on POMx Trial or other POM products.

POM
WONDERFUL®

¹pompills.com/research ²These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. ³26 men with rising PSA after surgery or radiotherapy drank 8oz 100% pomegranate juice daily for two years. ⁴45 patients with coronary heart disease and myocardial ischemia drank 8oz 100% pomegranate juice daily for three months. ⁵Study measured intima-media thickness (IMT). ⁶19 patients aged 65-75 years with severe atherosclerosis drank 8oz 100% pomegranate juice daily for one year. ©2009 PomWonderful LLC. All rights reserved. POM Wonderful, POMx and Antioxidant Superpill are trademarks of PomWonderful LLC. PP2322



The antioxidant superpill.TM

1000 milligrams. 0 calories.

Ready to take your antioxidants into your own hands? Introducing POMx[®] – a highly concentrated, incredibly powerful blend of all-natural polyphenol antioxidants, made from the same pomegranates as POM Wonderful[®] 100% Pomegranate Juice.

POMx fights free radicals with a powerful 1000 milligrams. That's more concentrated polyphenol antioxidants than any other pomegranate supplement. And POMx is the first and only antioxidant supplement reviewed for safety by the FDA.



100% All-natural.



The antioxidant power of our 8oz juice.

POMx is made from the only pomegranates backed by \$32 million in medical research. These are the same pomegranates we use to make our POM Wonderful 100% Pomegranate Juice, on which each of the following medical studies was conducted. An initial UCLA MEDICAL STUDY on POM Wonderful 100% Pomegranate Juice found *hopeful results for prostate health*. The study reports "statistically significant prolongation of PSA doubling times," according to Dr. Allen J. Pantuck in *Clinical Cancer Research*, 2006.^{1,2,3}

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ORDER NOW: 1-888-POM-PILL (766-7455) or www.pompills.com/fsin

Try POMx for one month – FREE!

We'll even pay for the shipping.

Visit pompills.com/fsin or call 1-888-POM-PILL. Use discount code: FN30

SIGN UP FOR POMx MONTHLY, AND WE'LL SEND YOUR FIRST BOTTLE FREE. AFTER THAT, YOU'LL CONTINUE TO RECEIVE MONTHLY SHIPMENTS FOR \$29.95 WITH COMPLIMENTARY SHIPPING. Offer expires April 11, 2010. The first month free plus free shipping offer applies only to the purchase price for the first month of POMx Monthly. Following months will be \$29.95 per bottle. This discount can only be used on POMx products. One discount per customer. Cannot be combined with other offers. No substitutions, transfer rights or cash equivalents will be given. We reserve the right to modify or discontinue this promotion at any time. We reserve the right to change product price or shipping charge at any time. Offer valid only at pompills.com/fsin or 1-888-POM-PILL. Discount code is not valid on POMx Trial.



¹ pompills.com/research ² These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. ³ 45 men with rising PSA after surgery or radiotherapy drank 8oz 100% pomegranate juice daily for two years. ⁴ 45 patients with coronary heart disease and myocardial ischemia (insufficient blood flow to the heart) drank 8oz 100% pomegranate juice daily for three months. ⁵ Study measured intima-media thickness (IMT), which indicates plaque buildup in the carotid artery. ⁶ 19 patients aged 65-75 years with severe atherosclerosis drank 8oz 100% pomegranate juice daily for one year. ©2010 PomWonderful LLC. All rights reserved. POM Wonderful, POMx and "antioxidant superpill" are trademarks of PomWonderful LLC. PP2895



New York Times Magazine
 Issue: January 6th, 2008
 In Home: 1/6/08



The power of POM, in one little pill.

The easy, portable,
 calorie-free way to get your
 daily antioxidants.

Antioxidant Superpill.[™] Not all antioxidants are created equal. POMx[™] fights free radicals with a mighty 1000mg in every pill. That's more concentrated antioxidants than any other pomegranate antioxidant supplement. There are antioxidants, and then there are POMx antioxidants.

Peace of Mind in a Pill. POMx is a highly concentrated, powerful blend of polyphenol antioxidants made from the very same pomegranates as POM Wonderful[®] 100% Pomegranate Juice. The same pomegranates we grow exclusively in California, where they're hand-picked on site.

Safe and Natural. POMx is made from pure pomegranates. So there are no added sugars, preservatives or any other ingredients – just 100% pomegranate polyphenol antioxidants. So naturally, POMx is absorbed safely into your body. In fact, POMx is the first and only antioxidant supplement reviewed for safety by the FDA.

Backed by Science. POMx is made from the only pomegranates supported by \$23 million in medical research. Emerging science suggests that free radicals aggressively destroy healthy cells in your body – contributing to premature aging and even disease. The good news is POM Wonderful pomegranate antioxidants neutralize free radicals. An initial UCLA MEDICAL STUDY on POM Wonderful 100% Pomegranate Juice found *hopeful results for prostate health*. "Pomegranate juice delays PSA doubling time in humans," according to AJ Pantuck, et al, in *Clinical Cancer Research*, 2006.^{1,2} Two additional preliminary studies on our juice showed *promising results for heart health*.

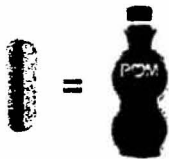


California-grown.

"Pomegranate juice improves myocardial perfusion in coronary heart patients," per D. Ornish, et al, in the *American Journal of Cardiology*, 2005.^{3,4} "Pomegranate juice pilot research suggests anti-atherosclerosis benefits," according to M. Aviram, et al, in *Clinical Nutrition*, 2004.^{5,6}

One a Day, For Life. Ready to take on free radicals? A daily POMx pill is all you need. Invest in your health and order your 30-day supply today. Call now to get your first monthly shipment.

Call 1-888-POM-PILL (766-7455) or visit pompills.com/nb
 and enter NB30 at checkout.



The antioxidant power of our 8 oz. juice.



Reviewed for Safety by the FDA.



100% Natural Pomegranate Extract.

Try POMx for one month – FREE!

We'll even pay for the shipping. Visit pompills.com/nb or call 1-888-POM-PILL. Use discount code: NB30

SIGN UP FOR POMx MONTHLY, AND WE'LL SEND YOUR FIRST BOTTLE FREE. AFTER THAT, YOU'LL CONTINUE TO RECEIVE MONTHLY SHIPMENTS FOR \$29.95 WITH COMPLIMENTARY SHIPPING. Offer expires April 15, 2008. The first month free plus free shipping offer applies only to the purchase price for the first month of POMx Monthly. Following months will be \$29.95 per bottle. This discount can only be used on POMx products. One discount per customer. Cannot be combined with other offers. No substitutions, transfer rights or cash equivalents will be given. We reserve the right to modify or discontinue this promotion at any time. We reserve the right to change product price or shipping charge at any time. Offer valid only at pompills.com/nb or 1-888-POM-PILL. Discount code is not valid on POMx trial.

¹ pompills.com/research ² These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. ³ 45 men with rising PSA after surgery or radiotherapy drank 8 oz. 100% pomegranate juice daily for two years. ⁴ 45 patients with coronary heart disease and myocardial ischemia drank 8 oz. 100% pomegranate juice daily for three months. ⁵ 19 patients aged 65-75 years with severe atherosclerosis drank 8 oz. 100% pomegranate juice daily for one year. ©2008 PomWonderful LLC. All rights reserved. POM Wonderful, POMx and "Antioxidant Superpill" are trademarks of PomWonderful LLC.



POMx Heart Newsletter

Pills and Liquid

Monthly

2nd Continuity Shipment

Summer '07-present (ongoing)

**POMx YOUR PARTNER IN
PROMOTING LIFELONG HEALTH**

VOLUME 1, ISSUE 1: FOR YOUR HEART

**What's New in the Lab
by Dr. Mark Dreher**



**Mark Dreher, PhD
Chief Science Officer
POMWonderful, LLC**

Hi, I'm Dr. Mark Dreher, Chief Science Officer at POM, and your guide to continuing new research on the benefits of POMx and POM Wonderful pomegranates as they relate to your health. Welcome to Your First Issue of the POMx Newsletter! There's more to come, so please stay tuned in the coming months for...

Future newsletters will contain content derived from these questions and reader feedback. We look forward to hearing from you!



**Enjoy Your Life With
a Healthy Heart**

According to the American Heart Association (AHA), at least 58.8 million Americans suffer from some form of heart disease. Maintaining a healthy heart by reducing your risk for cardiovascular disease should be at the core of every lifelong

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- POM Wonderful's latest research
- Health tips
- Pomegranate facts
- New product information

There's a strong pipeline of research supporting initial findings that POM Wonderful 100% Pomegranate Juice and its counterpart, POMx, are successfully fulfilling their promise for promoting heart health. We are committed to continually testing our products, not only prior to market

Did You Know?

POLYPHENOLS

Polyphenols are antioxidants that naturally occur in pomegranates. These antioxidants neutralize free radicals, helping to prevent the cell and tissue damage that can lead to disease. The heart health benefits associated with California grown, Wonderful variety pomegranates are due to their very high levels of polyphenols.

release but at every step in their evolution. Various patient studies across a wide variety of health concerns are in the works, and we look forward to sharing the results of this research with you.

At POM Wonderful, we aim to be your partner in the promotion of good health that lasts a lifetime. It is our commitment to you and our mission as a company. If you have any questions and/or concerns please send them directly to me at: chiefscienceofficer@pomwonderful.com

Future newsletters will contain content derived from these questions and reader feedback. We look forward to hearing from you!



Enjoy Your Life With a Healthy Heart

According to the American Heart Association (AHA), at least 58.8 million Americans suffer from some form of heart disease. Maintaining a healthy heart by reducing your risk for cardiovascular disease should be at the core of every lifelong wellness plan. A nutrient-rich diet and active lifestyle are the best weapons you have for combatting heart disease and enhancing your vitality at any age.

The AHA recommends eating plenty of fruits and vegetables loaded with the vitamins, minerals and fiber your body requires, without the extra calories it doesn't need. But even though you may be eating enough of the right foods, your body still may not be getting all the nutrients it needs to keep you heart truly healthy.

ANTIOXIDANTS: YOUR ALLY IN FIGHTING HEART DISEASE

In order to keep your body in tip-top shape and your heart beating to the rhythm of all you wish to do in life, you need help in the prevention of cell and tissue damage that can lead to disease.

Science tells us that antioxidants neutralize the free radicals that can aggressively destroy healthy cells in your body. But not all antioxidants are equal – some are better at neutralizing free radicals than others. And because your body may not always produce enough of the antioxidants required to neutralize all the free radicals that can lead to cell damage, we have developed POMx to harness and deliver the most potent antioxidants around.

THE FREE RADICAL FIGHTER

Pomegranates contain polyphenols – powerful antioxidants that are important as part of a balanced diet. Published research has shown that the unique polyphenol antioxidants (please turn to back)

Healthy Heart (from front)
 in POMx and POM Wonderful 100% Pomegranate Juice are superior fighters in the battle against free radicals. Each dose of POMx contains the same amount of antioxidant polyphenols found in 8oz of POM Wonderful 100%

The antioxidants in POMx are supported by \$20 million in initial scientific research

Pomegranate Juice, and POMx is the most concentrated source of pomegranate polyphenol antioxidants available.

POM Wonderful is committed to understanding the effects of POM Wonderful Pomegranate Juice on cardiovascular health. To date, our scientists have found that pomegranate juice may help counteract factors leading to arterial plaque build up, as well as inhibit a number of factors associated with heart disease.

NEW RESEARCH OFFERS FURTHER PROOF OF THE HEART-HEALTHY BENEFITS OF POM WONDERFUL JUICE

30% DECREASE IN ARTERIAL PLAQUE

After one year of a pilot study conducted at the Technion Institute in Israel involving 19 patients with atherosclerosis (clogged arteries),

In his 2006 POMx study, Dr. Michael Aviram, one of the world's pre-eminent cardiovascular researchers from the Technion Institute in Israel, remarked that "POMx is as potent an antioxidant as pomegranate juice and just like pomegranate juice, POMx may promote cardiovascular health."

those patients who consumed 8oz of POM Wonderful 100% Pomegranate Juice daily saw a 30% decrease in arterial plaque.

17% IMPROVED BLOOD FLOW

A recent study at the University of California, San Francisco (UCSF) included 45 patients with impaired blood flow to the heart. Patients who consumed 8oz of POM Wonderful 100% Pomegranate

Juice daily for three months experienced 17% improved blood flow. Those who drank a placebo experienced an 18% decline.

PROMOTES HEALTHY BLOOD VESSELS

An in vitro study at the University of California, Los Angeles (UCLA) showed that pomegranate juice uniquely possesses enough antioxidant activity to protect nitric oxide (an important biochemical that helps maintain healthy blood vessels for proper blood flow) against oxidative destruction thereby enhancing its biological activity. In other words, pomegranate juice by protecting nitric oxide promotes healthy blood flow.

THE POWER OF POMX

The antioxidants in POMx are supported by \$20 million in initial scientific research from leading universities and so far we've uncovered encouraging results.

POMx supplements your diet without adding calories, allowing you to more easily maintain a healthy weight while still getting the necessary antioxidants

Due to this promising information, our studies on POMx and heart health continue. It is our mission to deliver the latest information on our research to you in this newsletter as soon as studies are completed. At POM Wonderful we are committed to learning all we can about the health benefits of this miraculous fruit and sharing them with you.



NEXT ISSUE: PROSTATE HEALTH

One out of every six men will get prostate cancer, but only one out of 34 will die from the disease. In our newsletter next month, we will discuss preventative measures all men need to know to manage their prostate health.

1.888.POMPILL
 WWW.POMPILLS.COM



POMx Prostate Newsletter

Pills and Liquid

Monthly

3rd Continuity Shipment

Fall '07 - present (ongoing)

**POMx YOUR PARTNER IN
X. PROMOTING LIFELONG HEALTH**

VOLUME 1, ISSUE 2: PROSTATE HEALTH

**Prostate Cancer Affects
1 Out of Every 6 Men**

Prostate cancer is the second leading cause of cancer related death in men in the United States according to the National Cancer Institute.

Prostate cancer incidence rates rose dramatically in the late 1980's with improved detection and diagnosis through widespread use of prostate-specific antigen (PSA) testing.

**Prostate cancer
is the second
leading cause of**

fruits and vegetables. Doctors are not sure which of these factors causes the risk to go up but the best advice is to consume daily the equivalent of five or
(continued on back)

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Since the early 1990's, prostate cancer incidence and deaths have been declining, but the American Cancer Society estimates that there will still be about 218,890 new cases of prostate cancer and 27,050 deaths in the United States in 2007.

According to the American Cancer Society, some of the risk factors for prostate cancer include:

Age – Growing older raises a man's risk of prostate cancer. About two of every three prostate cancers are found in men over the age of 65.

Family History – Men with close family members (father or brother) who have had prostate cancer are more likely to get it themselves, especially if their relatives were young when they got the disease.

Diet – One risk factor that can be changed is diet. The National Cancer Institute's research suggest that obesity and weight gain is linked to increased prostate cancer mortality.

Men who eat a lot of red meat or high-fat dairy products seem to have a greater chance of getting prostate cancer. These men also tend to eat fewer

fruits and vegetables. Doctors are not sure which of these factors causes the risk to go up but the best advice is to consume daily the equivalent of five or
(continued on back)

What's New in the Lab by Dr. Mark Dreher



**Mark Dreher, PhD
Chief Science Officer
POMWonderful, LLC**

Research studies like the ones discussed in this newsletter and conducted by UCLA (my alma mater) serve to validate the many reasons I am proud to be affiliated with POM Wonderful and POMx.

POM Wonderful 100% Pomegranate Juice and POMx are backed by a \$25 million dollar investment in world-class scientific research. This includes ten clinical studies published in top peer-reviewed medical journals that document the pomegranate's antioxidant health benefits such as heart and prostate health.

Working at POM Wonderful gives me the unique opportunity to really make a difference in the world. That's what gets me up every morning! I get to work with renowned scientists, including a Nobel Laureate, at leading

Studies funded by POM represent the vast majority of medical research ever conducted on pomegranates.

universities around the world. In fact, studies funded by POM represent the vast majority of human medical research ever conducted on pomegranates. No other company that I know of is as dedicated as POM in pursuing the truth and keeping our customers informed.

At POM Wonderful, we aim to be your partner in the promotion of good health that lasts a lifetime. It is our commitment to you, our mission as a company.

Prostate Cancer (from front)
 more servings of vegetables
 and fruits rich in antioxidants
 and to eat less red meat and
 high-fat foods.

**EARLY DETECTION SEEN AS KEY TO
 INCREASING SURVIVAL RATES***

The prostate-specific antigen (PSA)
 test and rectal exam can be used to
 detect the presence of prostate
 cancer when no symptoms are
 present. They may help catch the
 disease at an early stage when
 treatment is more effective.

During a PSA test, a small amount
 of blood is drawn and the level
 of PSA (a protein produced by the
 prostate) is measured to determine
 the level of risk. When prostate
 cancer is found and treated, the PSA
 test may also measure the potential
 risk for the cancer to return.

** Please talk to your doctor for more
 specific prostate cancer information.*

**NEW POMEGRANATE RESEARCH OFFERS
 HOPE TO PROSTATE CANCER PATIENTS**

A preliminary UCLA medical study
 involving POM Wonderful 100%
 Pomegranate Juice revealed
 promising news. 46 men who had
 been treated for prostate cancer with
 surgery or radiation were given 8oz
 of POM Wonderful 100%
 Pomegranate Juice to drink daily. A

**Patients with prostate
 cancer showed a
 prolongation of
 PSA doubling time,
 coupled with
 corresponding lab effects
 on reduced prostate
 cancer as well as
 reduced oxidated stress.**

majority of the patients experienced
 a significantly extended PSA
 doubling time. Doubling time is an
 indicator of prostate cancer
 progression – extended doubling
 time may indicate slower disease
 progression.

Before the study, the mean doubling
 time was 15 months. After
 drinking 8oz of pomegranate juice
 daily for two years, the mean PSA
 doubling time increased to 54
 months. Testing on patient blood
 serum showed a 12% decrease in
 cancer cell proliferation and a 17%

increase in cancer cell death
 (apoptosis).

In another study, in vitro laboratory
 testing at UCLA showed that POMx
 significantly decreased human
 prostate cancer cell growth and
 increased cancer cell death.

Based on the promising results of
 these preliminary studies, two
 additional studies are underway to
 more fully investigate the potential of
 POMx to extend PSA doubling time.

According to Dr. David Heber,
 Director of UCLA's
 Center for Human Nutrition,
 "The most abundant
 and most active ingredients
 in pomegranate juice
 are also found in POMx.
 Basic studies in our
 laboratory so far indicate
 that POMx and pomegranate
 juice may have
 the same effects."

**SEND US YOUR
 QUESTIONS AND COMMENTS**

We encourage you
 to participate in our commitment
 to a lifetime of good health
 by sending your questions
 and/or concerns to
 chiefscienceofficer@pompills.com
 Future newsletters will contain
 content derived from these
 questions and reader feedback.
 We look forward to
 hearing from you!



**NEXT ISSUE: POMEGRANATE
 SUPPLEMENT COMPARISONS**

How does POMx compare with
 other pomegranate supplements for
 antioxidant potency?



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