

## **BALBOA BRANDS INC.**

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### **For Immediate Release**

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## **LIGHT NEVER TASTED SO GOOD**

*Juice It Up! launches its line of Light Smoothies...Delightful Blends*

(Irvine, CA)--- Customers flock to Juice It Up! smoothie and juice bars for their delectable smoothies, concocted within vibrant, energy-infused surroundings, replete with the sound of blazing blenders and the aroma of fresh-squeezed juices. And now they can get four great tasting smoothies in a light form.

Juice It Up! is pleased to launch its line of four light smoothies on March 1, 2010, appropriately called Delightful Blends. Using existing popular smoothie recipes, they reformulated the ingredients and added their own proprietary No Sugar Added yogurt to come up with the four smoothies in this line; Strawberry Delight (Strawberry Wave), Mango Delight (Mango Mania), Pineapple Delight (Pineapple Punch), and Passion Delight (Passion Punch)

These four smoothies have on average 35% less calories, 29% less carbohydrates, 44% less sugar and 73% more fiber. Melissa Aills, Director of Product Development says "With many light products on the market, taste suffers, but we feel the taste of our line is comparable to our classic line and we are very proud of that".

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