

APPENDIX B

POM Figures Appendix

Figure	Exhibit Number	Date	Description
1	CX0013	01/09/2003	January 2003 POM Juice Press Release
2	CX0016	10/12/2003	“Drink and be healthy.” Ad
3	CX0029	11/01/2004	“10 Out of 10 People Don’t Want to Die” Ad
4	CX0031	12/01/2004	“Floss your arteries. Daily.” Ad
5	CX0033	12/30/2004	“Life support.” Ad
6	CX0034	02/01/2005	“Amaze your cardiologist.” Ad
7	CX0036	03/10/2005	“Cheat death.” Ad
8	CX0044	09/16/2005	September 2005 POM Juice Press Release
9	CX0065	07/10/2006	July 2006 POMx Press Release
10	CX1426 at 0038-42 Ex. I	2007	“Antioxidant Superpill.” Brochure
11	CX0103	03/01/2007	“Decompress.” Ad
12	CX0109	04/01/2007	“Heart therapy.” Ad
13	CX0120	05/28/2007	“One small pill for mankind.” Ad
14	CX0122	06/01/2007	“Science, not fiction.” Ad
15	CX0128	06/27/2007	June 2007 POM Juice Press Release
16	CX1426 Ex. M	Summer 2007	POMx Heart Newsletter
17	CX1426 Ex. N	Fall 2007	POMx Prostate Newsletter
18	CX0169/ CX1426 Ex. L	01/06/2008	“The power of POM” Ad
19	CX 0180/ CX1426 Ex. K	02/03/2008	“The antioxidant superpill.” Ad
20	CX0192	05/01/2008	“What gets your heart pumping?” Ad
21	CX0314	08/25/2008	“Drink to prostate health.” Magazine Wrap
22	CX0260/ CX1426 Ex. B	12/01/2008	“Drink to prostate health.” Ad
23	CX0274/ CX1426 Ex. C	02/01/2009	“T’m off to save PROSTATES!” Ad
24	CX0279	03/01/2009	“Science, not fiction.” Ad
25	CX0280	03/12/2009	“Love Long Enough.” Ad
26	CX0475/CX1426 Ex. A	September 2009	“Super Health Powers” Juice Bottle Hang Tag
27	CX0372/ CX0379/ CX0380	09/02/2009	“Lucky I have super Health Powers” Magazine Wrap
28	CX0331/ CX1426 Ex. J	09/27/2009	“Healthy. Wealthy. And Wise.” Ad
29	CX0328	11/08/2009	“Your New Health Care Plan.” Ad
30	CX0337	01/03/2010	“The First Bottle You Should Open in 2010” Ad
31	CX0342/ CX0353	02/22/2010	“Take Out a Life Insurance Supplement” Ad
32	CX0348/ CX0350	04/01/2010	“24 Scientific Studies” Ad
33	CX0351/ CX0355	06/01/2010	“The Only Antioxidant Supplement Rated X” Ad

Figure 1

FOR MORE INFORMATION:

Fiona Posell
(310) 966-5810
fposell@pomwonderful.com

FOR IMMEDIATE RELEASE

Editor's Note: Copies of the medical research, digital photos, interviews and juice samples are available upon request.

CONSUMER DEMAND FOR POM WONDERFUL'S REFRIGERATED ALL-NATURAL POMEGRANATE JUICE GROWS AS THE HEALTH BENEFITS OF POMEGRANATE JUICE BECOME RECOGNIZED.

Scientific support indicates that drinking pomegranate juice provides the body with an active source of antioxidants and shows promise against cardiovascular disease.

LOS ANGELES (January 9 - 2003) - **POM** Wonderful®, the first company to sell a refrigerated super-premium pomegranate juice, today released information from published medical research regarding the important health benefits associated with its pomegranate juice. It was announced that the antioxidant activity of **POM** Wonderful pomegranate juice exceeds that of other popular beverages known for their antioxidant properties including red wine, cranberry juice, blueberry juice, orange juice, white wine, red grape juice, white grape juice, apple juice, and grapefruit juice. The antioxidant activity of pomegranate juice is high due to the polyphenols it contains. Polyphenols are powerful, natural antioxidants. Antioxidants may be useful in counteracting premature aging, Alzheimer's, and cancer.

The research shows that the antioxidants found in pomegranate juice may also be more important than previously thought in promoting optimum cardiovascular health. Medical research shows that daily consumption of just 1.5 mmol of polyphenols from pomegranate juice (the equivalent of an 8 fl oz serving of **POM** Wonderful pomegranate juice) confers heart health benefits by lessening factors that contribute to atherosclerosis (plaque in the arteries).¹ According to the American Heart Association, cardiovascular diseases rank as America's No. 1 killer. In addition, 61.8 million Americans have some form of cardiovascular disease such as diseases of the heart, high blood pressure, and hardening of the arteries.²

General Antioxidant Effects

Free radicals are produced as a result of normal metabolic processes, pollution and chemicals in the foods we eat. They attack and damage molecules in the body so that their function is altered. One molecule that is particularly susceptible to attack is LDL (low-density

POSSREV002651

CX0013_0002

lipoprotein) cholesterol. Once attacked and damaged, LDL is said to be oxidized. LDL oxidation is a key factor in the formation of plaque in the arteries, also called atherosclerosis. One of the best ways to defend against the damaging effects of free radicals is to consume foods and beverages that are rich in antioxidants.

Two studies have shown the superior potency of pomegranate antioxidants compared to other popular beverages. In the first study, which used four well-established tests of antioxidant activity, pomegranate juice squeezed from the Wonderful variety of pomegranates had twice the antioxidant activity of both red wine and green tea. Furthermore, pomegranate juice was shown to contain antioxidant compounds not present in either of the other beverages.³ In a second study, ten beverages known for their antioxidant capacity were tested for their total polyphenol content and their ability to prevent the oxidation of LDL cholesterol (a factor in atherosclerosis). Beverages tested included pomegranate juice (from the Wonderful variety), red wine, apple juice, orange juice, white wine, red grape juice, white grape juice, cranberry juice, blueberry juice, and grapefruit juice. Pomegranate juice surpassed all the other juices in total polyphenol content. It was also the best inhibitor of LDL oxidation.²

Effects on Heart Health

The heart is one of the most susceptible of all the organs to premature aging and free radical oxidative stress. Though vulnerable to the effects of oxidative stress, the heart is also receptive to the benefits of antioxidants.⁴ New research is showing that antioxidants can play a highly beneficial role in reducing one of the major risk factors in heart disease: atherosclerosis (plaque in the arteries). The progression of atherosclerosis depends on several steps including the oxidation of LDL cholesterol, the uptake of oxidized cholesterol into macrophage cells, clumping of LDL molecules together, and the adhesion of LDL molecules to the inner walls of the blood vessel. In one human study, drinking pomegranate juice containing 1.5 mmol of polyphenols daily for two weeks lowered the susceptibility of LDL cholesterol to oxidation, clumping and adhesion. Furthermore, it increased blood levels of an enzyme, paraoxonase, which protects against oxidation. An additional human study showed that consuming pomegranate juice reduces another enzyme: ACE (angiotensin converting enzyme). Inhibition of ACE lessens the progression of atherosclerosis and it is this enzyme that is targeted by blood pressure medications. Pomegranate juice inhibited ACE by 36% after two weeks of juice consumption. It also caused a 5% decrease in systolic blood pressure, and high blood pressure is a known risk factor for atherosclerosis.⁵

Studies in mice have revealed additional exciting results. When mice predisposed to

POSSREV002652

CX0013_0003

atherosclerosis were given pomegranate juice for 11-14 weeks, the level of LDL oxidation and the uptake of LDL cholesterol into macrophage cells was reduced. Remarkably, the production of atherosclerotic lesions and foam cells (indicators of advanced atherosclerosis) was also reduced by almost half compared to controls.⁶ A subsequent study showed that pomegranate juice could actually reduce the size of existing atherosclerotic lesions after two months of pomegranate juice consumption, in effect, reversing atherosclerosis.⁷

About POM Wonderful

POM Wonderful, a subsidiary of Roll International Corporation, cultivates the Wonderful variety of pomegranates in orchards located in the sunny San Joaquin Valley, southwest of Kettleman City, in Central California. The Wonderful variety of pomegranate is renowned for its exquisite sweet flavor, beautiful color, and bountiful juice. In addition to selling fresh pomegranates throughout the United States, **POM** Wonderful has also created a unique, healthy, refreshing super-premium pomegranate juice that is now on sale in the refrigerated produce section of over 900 grocery stores and supermarkets in Southern California, including Von's, Ralph's, Stater Brothers, Bristol Farms, and Gelson's. **POM** Wonderful uses the juice from its fresh pomegranates to make its juice. Pomegranate juice can be enjoyed as a beverage, a drink mixer and in recipes. Each 8 fl oz serving of pomegranate juice contains the juice from approximately two pomegranates. **POM** Wonderful's pomegranate juice is currently available in four flavors, Pure **POM**, **POM** Mango, **POM** Tangerine and **POM** Blueberry and two sizes - 15.2 fl oz and 24 fl oz. The 15.2 fl oz size retails for approximately \$3.49, and the 24 fl oz size retails for approximately \$5.79. **POM** Wonderful pomegranates and **POM** Wonderful pomegranate juice products promise consistent quality and superb taste. Only fruit and juice that meet the company's strict quality standards appear in store produce sections. **POM** Wonderful prides itself on the quality of its farming operation the sensitivity with which the fruit is hand picked and carried to its sorting and modern juicing facilities, and ultimately delivered to your table. **POM** Wonderful's mission is to educate consumers about the splendor and versatility of this luscious fruit, as well as its refreshing taste and health benefits. To learn more, visit www.pomwonderful.com.

POM Wonderful is a registered trademark of POM Wonderful LLC.

Citations

¹Aviram M, Dornfeld L, Kaplan M, Coleman R, Gaitini D, Nitecki S, Hofman A, Rosenblat M, Volkova N, Presser D, Attias J, Hayek T, Fuhrman B. Pomegranate juice flavonoids inhibit low-density lipoprotein and cardiovascular diseases: studies in atherosclerotic mice and humans. *Drugs Under Experimental and Clinical Research* 2002, 28(2/3):49-62.

²CDC/NCHS and The American Heart Association, 2002.

³Gil MI, Tomas-Barberan FA, Hess-Pierce B, Holcroft DM, Kader AA. Antioxidant activity of pomegranate juice and its relationship with phenolic composition and processing. *J Agri Food Chem.* 2000, 48:4581-4589.

⁴Sinatra ST, DeMarco J. Free radicals, oxidative stress, oxidized low density lipoprotein

POSSREV002653

CX0013_0004

(LDL), and the heart: antioxidants and other strategies to limit cardiovascular damage. *Conn Med* 1995 Oct;59 (10):579-88.

⁵Aviram M and Dornfeld L. Pomegranate juice consumption inhibits serum angiotensin converting enzyme activity and reduces systolic blood pressure. *Atherosclerosis* 2001, 158:195-198.

⁶Aviram M, Dornfeld L, Rosenblat M, Volkova N, Kaplan M, Coleman R, Hayek T, Presser D and Fuhrman B. Pomegranate juice consumption reduces oxidative stress, atherogenic modifications to LDL, and platelet aggregation: studies in humans and in atherosclerotic apolipoprotein E-deficient mice. *Amer J Clin Nutr* 2000, 71(5):1062-1076.

⁷Kaplan M, Hayek T, Raz A, Coleman R, Dornfeld L, Vaya J and Aviram M. Pomegranate juice supplementation to atherosclerotic mice reduces macrophage lipid peroxidation, cellular cholesterol accumulation and development of atherosclerosis. *J Nutr* 2001, 131(8): 2082-2089.

###

POSSREV002654

CX0013_0005

Figure 2

NEW

Drink and be healthy.

100% all-natural pomegranate juice.
The delicious, refreshing antioxidant superpower.

- More naturally occurring antioxidant power than any other drink, including red wine, blueberry juice, cranberry juice, orange juice and green tea.
- Antioxidants guard your body against harmful free radicals that can cause heart disease, premature aging, Alzheimer's disease, even cancer.



- Medical studies have shown that drinking 8oz. of POM Wonderful pomegranate juice daily minimizes factors that lead to atherosclerosis (plaque buildup in the arteries), a major cause of heart disease.



©2003 POM Wonderful, LLC. All rights reserved.

In the refrigerated produce section of your grocer.
www.pomwonderful.com

*Chart compares ability of various juices to eliminate harmful free radicals; units are % of free radicals eliminated. Source: Aviram, M., Technion Faculty of Medicine. Data on file.

MFR. COUPON EXP. 02.29.04



SAVE \$100

on any flavor, any size

POM Wonderful®

100% Pomegranate Pomegranate Tangerine
Pomegranate Blueberry Pomegranate Cherry

In the refrigerated produce section

RETAILER: We will reimburse you the face value of this coupon plus 8 cents handling provided you and the consumer have complied with the terms of this offer. Invoices proving purchase of sufficient stock of our brand to cover presented coupons must be shown on request. Any other application may constitute fraud. Coupon void where prohibited, taxed or restricted. Consumers must pay any sales tax. Cash value 1/45 cent. Reproduction of this coupon is expressly prohibited. Mail coupons to: POM Wonderful, LLC, CMS Dept. 24150, One Fawcett Drive, Del Rio, TX 78840. POM Wonderful is a registered trademark of POM Wonderful, LLC. ©2003 POM Wonderful, LLC. All rights reserved.



5 24150 20076 4 (8100) 8 41012

VMS-0000198

CX0016_0001

Figure 3

advertisement

POMEGRANATE JUICE.

STUDIES SHOW THAT 10 OUT OF 10 PEOPLE DON'T WANT TO DIE

IT'S NOT EASY BEING ALIVE IN TODAY'S POLLUTED, STRESSED OUT WORLD. Here's a tip: with more naturally occurring antioxidant power than any other drink, a glass of POM Wonderful® Pomegranate Juice a day might be just what the doctor ordered.

Fighting Free Radicals

Let's start with the problem: free radicals...unstable little molecules that can accelerate aging, lead to heart disease and stroke, and have even been implicated in cancer. Where do they come from? Everywhere. Free radicals are formed by exposure to air pollution, alcohol, pesticides, sunlight, tobacco smoke, drugs, even fried foods. Of course, when you're very young, your

body's self-repair mechanism can neutralize the activity of many free radicals. But by the time you're in your twenties, those mechanisms just don't work as well. That's where antioxidants come in.



fig. 1 THE HEART

They neutralize free radicals, helping to prevent the cell and tissue damage that leads to disease. Which brings us back to POM Wonderful Pomegranate Juice.

Not All Antioxidants are Equal

Since our bodies don't produce enough antioxidants to do the job on their own, we need a little outside help. POM Wonderful Pomegranate Juice, with a higher

In the refrigerated produce section of your grocer.

©2004 POM Wonderful, LLC. All rights reserved. POM Wonderful and Antioxidant Superpower are trademarks of POM Wonderful, LLC.

VMS-0000205

CX0029_0001

advertisement



level of antioxidants than any other drink, is a real Antioxidant Superpower.TM

Our Research: Heartening

We've been working with a number of top scientists, including a Nobel Laureate, for 6 years now and our seven published, peer-reviewed papers reveal heartening results. Here's the story: Free radicals are the culprits that turn LDL – or "bad" cholesterol – into that sticky stuff that becomes the plaque that clogs your arteries. Our scientific research shows that pomegranate juice is 8 times better than green tea at preventing formation of oxidized (sticky) LDL.¹ And a clinical pilot study shows that an 8 oz. glass of POM Wonderful 100% Pomegranate Juice, consumed daily, reduces plaque in the arteries up to 30%.²

The Heart Stopping Truth

Remember: heart disease is America's number one killer. For women as well as men. 98% of heart attacks are due to atherosclerosis, or too much plaque in the arteries. That same plaque increases your chance of stroke. One final scary statistic: half of patients who have a severe heart attack have normal cholesterol levels. In other words, we're all at risk.

Just a Glass a Day

To keep your heart healthy: exercise regularly. Eat a healthy diet. And drink 8 ounces of POM Wonderful Pomegranate Juice. Make every day a good day to be alive.

¹Aviram, M., *Drugs Under Experimental and Clinical Research*, 2002. Indexed values, based on relative amount of oxidized LDL created. ²Aviram, M., *Clinical Nutrition*, 2004.

POM Wonderful Pomegranate Juice is the Antioxidant Superpower.TM Drink a glass a day!



For more medical research on the Antioxidant Superpower, visit pomwonderful.com

Figure 4



**Floss your arteries.
Daily.**



Clogged arteries lead to heart trouble. It's that simple. That's where we come in. Delicious POM Wonderful Pomegranate Juice has more naturally occurring antioxidants than any other drink. These antioxidants fight free radicals—molecules that are the cause of sticky, artery clogging plaque. Just eight ounces a day can reduce plaque by up to 30%!* So every day: wash your face, brush your teeth, and drink your POM Wonderful.

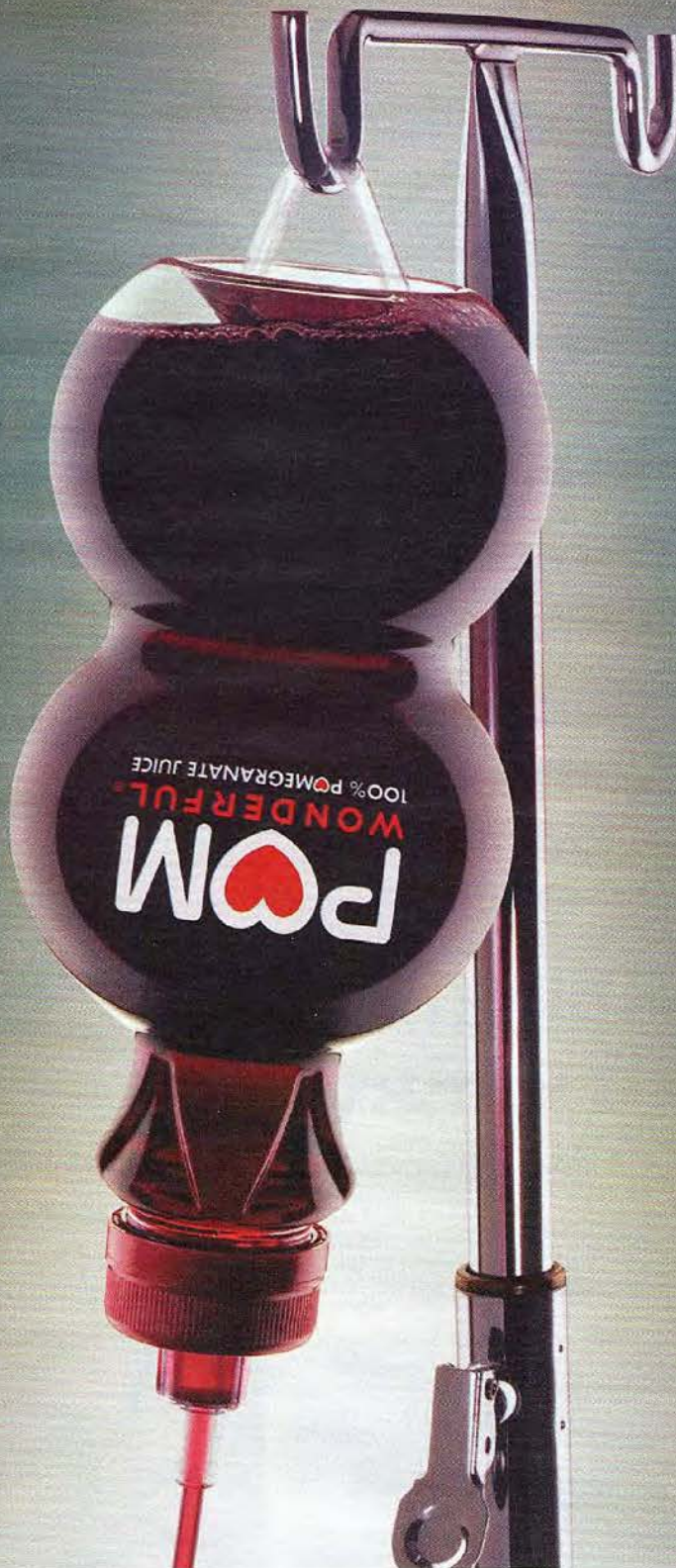


POM Wonderful Pomegranate Juice. The Antioxidant Superpower.™

*Aviram, M., Clinical Nutrition, 2004. Based on clinical pilot study.

Figure 5

Life support.



©2004 POM Wonderful, Inc. All rights reserved. POM Wonderful Pomegranate Juice is a registered trademark of POM Wonderful, Inc.

POM Wonderful Pomegranate Juice fills your body with what it needs. On top of being refreshing and delicious, this amazing juice has more naturally occurring antioxidants than any other drink. These antioxidants fight hard against free radicals that can cause heart disease, premature aging, Alzheimer's, even cancer. Just drink eight ounces a day and you'll be on life support—in a good way.

POM Wonderful Pomegranate Juice. The Antioxidant Superpower.™

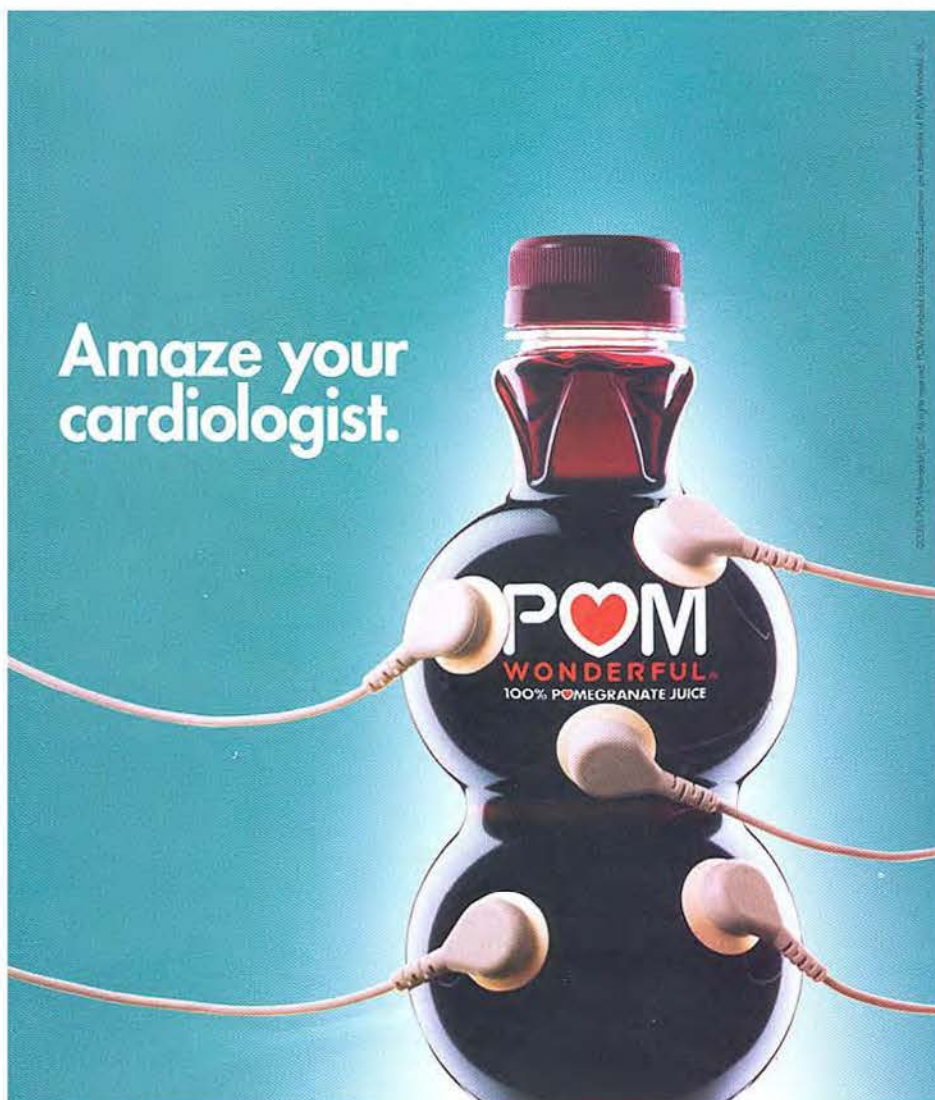


pomwonderful.com

VMS-000214

CX0033_0001

Figure 6



Amaze your
cardiologist.

Ace your EKG: just drink 8 ounces of delicious POM Wonderful Pomegranate Juice a day. It has more naturally occurring antioxidants than any other drink. Antioxidants fight free radicals... nasty little molecules that can cause sticky, artery clogging plaque. A glass a day can reduce plaque by up to 30%! Trust us, your cardiologist will be amazed.

POM Wonderful Pomegranate Juice. The Antioxidant Superpower.™

*Avignone, M., Clinical Nutrition, 2004. Based on clinical pilot study.

POM
WONDERFUL

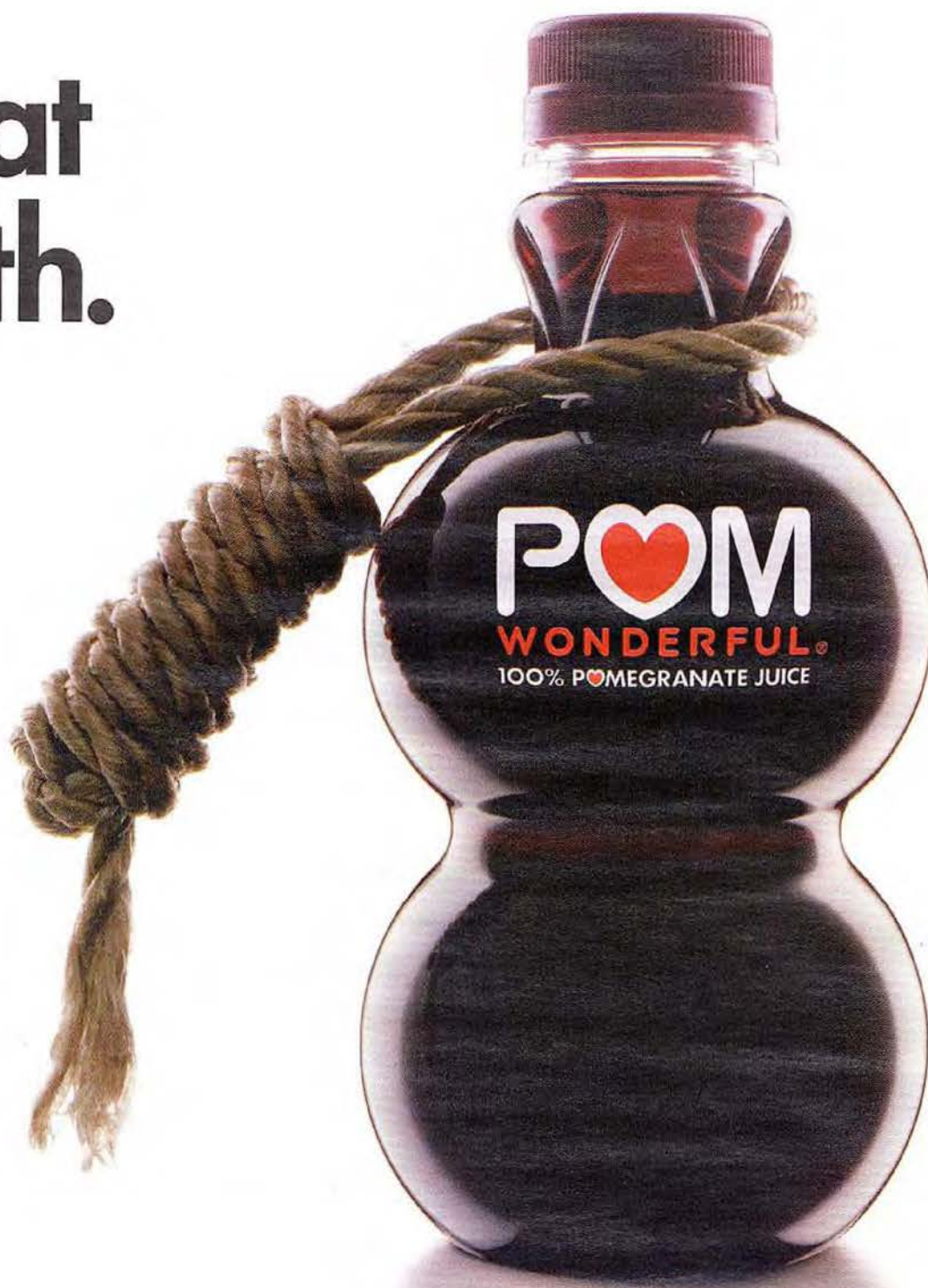
pomwonderful.com

VMS-0000219

CX0034_0001

Figure 7

Cheat death.



©2005 POM Wonderful, Inc. All rights reserved. POM Wonderful and Antioxidant Superpower are trademarks of POM Wonderful, Inc.

Dying is so dead. Drink to life with POM Wonderful Pomegranate Juice, the world's most powerful antioxidant. It has more antioxidants than any other drink and can help prevent premature aging, heart disease, stroke, Alzheimer's, even cancer. Eight ounces a day is all you need. The sooner you drink it, the longer you will enjoy it.

POM Wonderful Pomegranate Juice. The Antioxidant Superpower.™

POM
WONDERFUL®
pomwonderful.com

VMS-000221

CX0036_0001

Figure 8

Pomegranate Juice May Affect the Progression of Coronary Heart Disease

LOS ANGELES—(BUSINESS WIRE)—Sept. 16, 2005—Men and women with coronary heart disease who drink one glass of pomegranate juice daily may improve blood flow to their heart, according to a new study.

This research is the first randomized, double-blind, placebo-controlled trial showing that pomegranate juice may affect the progression of coronary heart disease, which is the #1 cause of death in the U.S. and in most of the world. Promising results from this research will be published in the September 16th issue of the American Journal of Cardiology, one of the leading peer-reviewed cardiology journals (www.ajconline.org).

Researchers from the non-profit Preventive Medicine Research Institute, University of California, San Francisco, and California Pacific Medical Center studied patients with coronary heart disease who had reduced blood flow to the heart. These 45 patients were randomly assigned into one of two groups: one group who drank a glass of pomegranate juice each day (240 ml/day, which is approximately 8.5 oz/day) or to a placebo group, who drank a beverage of similar caloric content, amount, flavor and color.

After only three months, blood flow to the heart improved approximately 17% in the pomegranate juice group but worsened approximately 18% in the comparison group (i.e., a 35% relative between-group difference). These differences were statistically significant. This benefit was observed without changes in cardiac medications or revascularization in either group. Also, there were no negative

IT'S EXHIBIT 10
1-19-2011
Rosell

effects on lipids, blood glucose, hemoglobin A1c, body weight or blood pressure.

Pomegranate juice is rich in polyphenols and other naturally-occurring antioxidants. It demonstrates high capability in scavenging free radicals and inhibiting low-density lipoprotein oxidation in vitro and in vivo. Other studies have shown that pomegranate juice has a number of important health benefits.

"Although the sample in this study was relatively small, the strength of the design and the significant improvements in blood flow to the heart observed after only three months suggest that pomegranate juice may have important clinical benefits in those with coronary heart disease," said senior author, Dean Ornish, M.D., who is founder of the Preventive Medicine Research Institute and clinical professor of medicine at UCSF. "Also, it may help to prevent it."

Pomegranate juice from POM Wonderful was used in this study.

About POM Wonderful

POM Wonderful is the largest producer of California Wonderful pomegranates, and the company exclusively grows and sells this variety. POM Wonderful's pomegranates are grown in Central California, in the sunny San Joaquin Valley. Known for its exquisite sweet flavor, health benefits, large size and plentiful juice, the Wonderful variety is popular with consumers throughout the country. POM Wonderful's pomegranates promise consistent quality. POM Wonderful prides itself on the quality of its farming operation, the sensitivity with which the fruit is hand picked and carried to their sorting and modern juicing facilities, and ultimately delivered to your table. Only fruit that meets the company's strict quality standards appears in store produce sections.

The company also juices its fresh pomegranates to make its delicious, all-natural, POM Wonderful pomegranate juice. POM Wonderful pomegranate juice is available year-round at retail and is found in the refrigerated section of supermarkets and grocery stores nationwide. POM Wonderful pomegranate juice is available in five flavors: POM 100% Pomegranate, POM Cherry, POM Blueberry, POM Tangerine and POM Mango. Each flavor of POM Wonderful pomegranate juice is all-natural, preservative-free and has no added sugar.

POM Wonderful's mission is to educate consumers about the pomegranate's splendor and versatility as well as its refreshing taste and health benefits. To learn more, visit <http://www.pomwonderful.com>.

POM Wonderful is a registered trademark of POM Wonderful LLC.

Note to Editors: Interviews with Dr. Dean Ornish, Senior Author, are available upon request.

Contacts

Fiona Posell
Vice President, Corporate Communications
POM Wonderful

11444 W Olympic Blvd., Los Angeles, CA 90064-1544

Tel: 310 966 5810
Fax: 310 966 5801

Figure 9



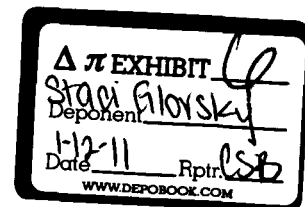
Contact: Fiona Posell (310) 966 5810
fposell@pomwonderful.com

Note to Editors: Interviews with medical researchers quoted are available upon request.

POM_x, a Highly Concentrated Form of Healthy Pomegranate Antioxidants, Becomes Available to Consumers for the First Time

LOS ANGELES (July 10 - 2006) – Three years after introducing consumers to the health benefits and delicious taste of the world’s first refrigerated, super-premium pomegranate juice, **POM Wonderful®** announced today that it has developed a concentrated form of pomegranate antioxidants known as **POM_x**. **POM_x**, already being noted by medical researchers as an important natural ingredient, is so concentrated that only a small amount is needed to obtain an optimal level of daily antioxidants. For consumers who are not seeking additional calories and sugars, this is an important product benefit. **POM_x** comes from the same Wonderful variety of pomegranates that are used to make **POM Wonderful’s** healthy pomegranate juices. It also has a similar biochemical profile to pomegranate juice since both contain a diverse range of phytochemicals, of which polyphenols make up a large proportion. **POM_x** is currently an active ingredient in **POM Tea** (<http://pomtea.com>), a refreshing, healthy, ready-to-drink iced tea that is available in retail stores nationally.

According to Michael Aviram, DSc, Professor of Biochemistry and Head Lipid Research Laboratory, Technion Faculty of Medicine and Rambam Medical Center, Haifa, Israel, who was at the forefront of the initial research on pomegranates, the research on **POM_x** looks very promising. In 2006, Aviram led a study on **POM_x** which was recently published (*Journal of Agriculture and Food Chemistry*, 2006 54:1928-1935). Commenting on this research, Professor Aviram remarks, “The results showed that **POM_x** is as potent an antioxidant as pomegranate juice and just like pomegranate juice may protect against cardiovascular as well as other diseases.”



1 of 4 pgs

The **POM**x research comes as the benefits derived from the Wonderful variety of pomegranate are, once again, being noted by the worldwide medical community. Recently, the American Association for Cancer Research published research that indicates that a daily pomegranate regimen has a positive effect for men with prostate cancer. Specifically, drinking 8 ounces of **POM** Wonderful pomegranate juice daily prolonged post-prostate surgery PSA doubling time from 15 to 54 months (*Clinical Cancer Research*, July 1, 2006). PSA is a protein marker for prostate cancer and the faster PSA levels increase in the blood of men after treatment, the greater their potential for dying of prostate cancer.

David Heber, MD, PhD, Professor of Medicine and Director, UCLA Center for Human Nutrition, provided additional commentary on **POM**x as it relates to prostate cancer. "Basic studies indicate that the effects of **POM**x and **POM** Wonderful pomegranate juice on prostate cancer are the same. The most abundant and most active ingredients in pomegranate juice are also found in **POM**x."

The Wonderful variety of pomegranate is a type of pomegranate rather than a brand. Just as there are different varieties of apples, oranges and grapes, there are several different varieties of pomegranates grown in the United States and in other countries. **POM** Wonderful's products only use extractions from the Wonderful variety of pomegranate. Of the many published peer-reviewed medical papers that speak to the health benefits of the pomegranate, most were conducted using juice or pomegranate extract from this variety of pomegranate.

About **POM** Wonderful

POM Wonderful is the largest grower of the Wonderful variety of pomegranate. The company exclusively grows and sells this variety because of its exquisite sweet flavor, health benefits, large size and plentiful juice. **POM** Wonderful's pomegranates are grown in Central California, in the sunny San Joaquin Valley. Fresh pomegranates are in season from October through January and November is National Pomegranate Month. In addition to selling the fresh fruit, the company also juices its fresh pomegranates to make **POM** Wonderful pomegranate juice and **POM**x. To learn more, visit <http://www.pomwonderful.com>.

###

6-2

Figure 10



Antioxidant Superpill™

The most concentrated source
of pomegranate antioxidants available.



POM IN A PILL™

1.888.POM.PILL (1.888.766.7455)

pompills.com

© 2007 PomWonderful LLC. All rights reserved. POM Wonderful, POMx, Antioxidant Superpill, "POM in a pill" and "The power of POM. Now in one little pill" are trademarks of PomWonderful LLC.

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

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

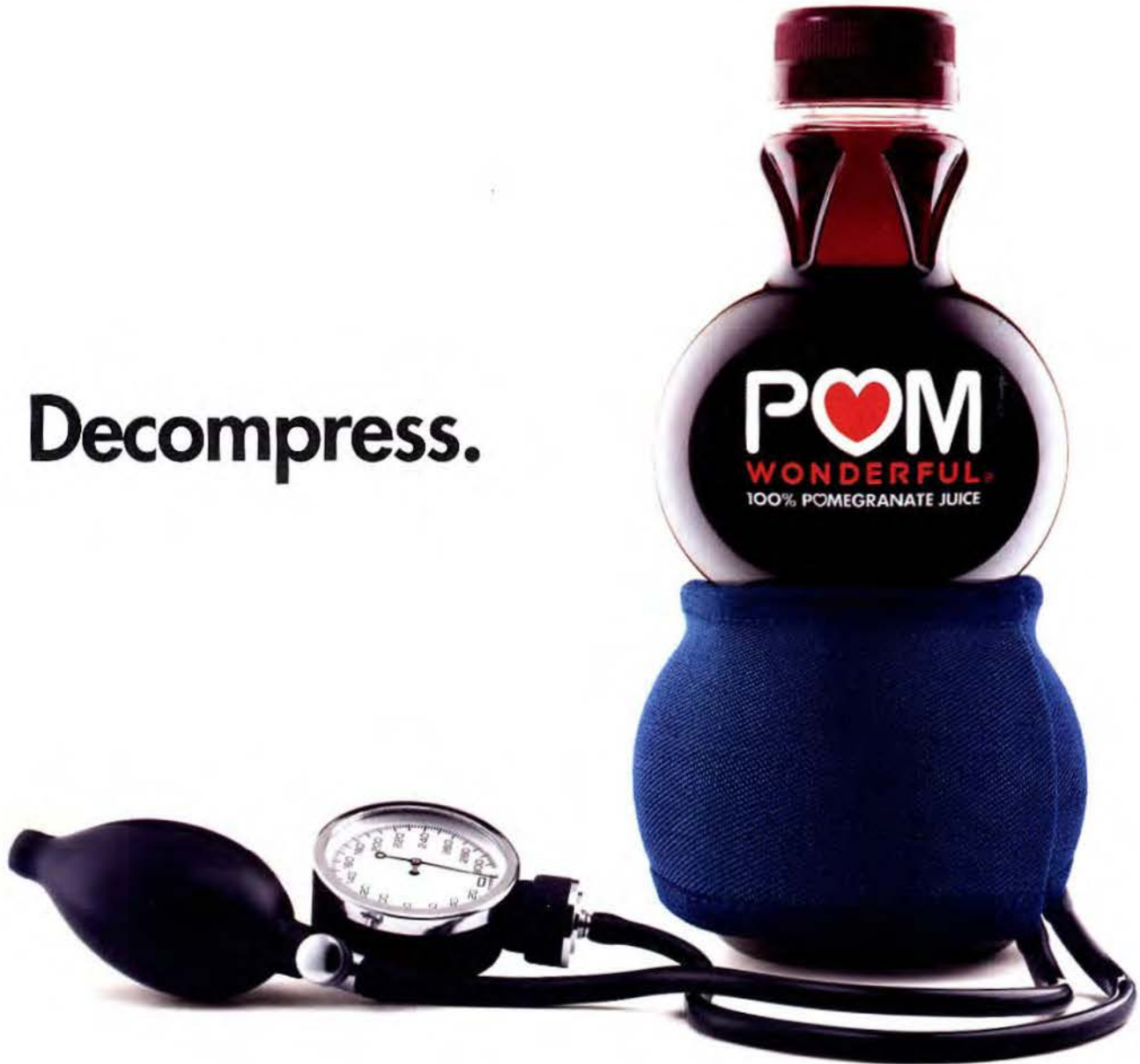
Science, Not Fiction:

- 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.

Figure 11

Decompress.



Amaze your cardiologist. Drink POM Wonderful Pomegranate Juice. It helps guard your body against free radicals, unstable molecules that emerging science suggests aggressively destroy and weaken healthy cells in your body and contribute to disease. POM Wonderful Pomegranate Juice is supported by \$20 million of initial scientific research from leading universities, which has uncovered encouraging results in prostate and cardiovascular health. Keep your ticker ticking and drink 8 ounces a day.

POM Wonderful Pomegranate Juice. The Antioxidant Superpower.™

©2007 Pom Wonderful LLC. All rights reserved. POM Wonderful, and The Antioxidant Superpower™ are trademarks of Pom Wonderful LLC.

POM
WONDERFUL®
pomwonderful.com

VMS-0000242

CX0103_0001

Figure 12



Heart therapy.

Seek professional help for your heart. Drink POM Wonderful Pomegranate Juice. It helps guard your body against free radicals, unstable molecules that emerging science suggests aggressively destroy and weaken healthy cells in your body and contribute to disease. POM Wonderful Pomegranate Juice is supported by \$20 million of initial scientific research from leading universities, which has uncovered encouraging results in prostate and cardiovascular health. Keep your heart healthy and drink 8 ounces a day.

POM
WONDERFUL
pomwonderful.com

POM Wonderful Pomegranate Juice. The Antioxidant Superpower.™

©2007 PomWonderful LLC. All rights reserved. POM Wonderful and "The Antioxidant Superpower" are trademarks of PomWonderful LLC.

VMS-0000245

CX0109_0001

Figure 13



One small pill for mankind.

“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).

Introducing POMx™—a highly concentrated, incredibly powerful blend of all-natural polyphenol antioxidants made from the very same pomegranates in **POM Wonderful 100% Pomegranate Juice**. Our method of harnessing astonishing levels of antioxidants is so extraordinary, it's patent-pending. So now you can get all the antioxidant power of an 8oz glass of juice in the convenience of a calorie-free capsule.



Ready to take on free radicals? Put up your POMx and fight them with a mighty 1000mg capsule – that's more concentrated pomegranate polyphenol antioxidants than any other 100% pomegranate supplement. An initial UCLA medical study on POM Wonderful 100% Pomegranate Juice showed hopeful results for men with prostate cancer.^{1,3} And preliminary human research suggests that our California-grown pomegranate juice also promotes heart health.^{2,3} Take your antioxidants into your own hands. **Call 1-888-POM-PILL now, or visit pompills.com/fort and get your first monthly shipment for just ~~\$29.95~~ \$24.95 with coupon.**

POM IN A PILL™

CALL 1-888-POM-PILL now, or visit pompills.com/fort

Not available in stores | 100% money-back guarantee



SAVE \$5 ON YOUR FIRST ORDER.
 Call 1-888-POM-PILL or visit pompills.com/fort and mention or enter code **FORT5** at checkout. To pay by check, call 1-888-POM-PILL for instructions. Hurry, offer expires July 31, 2007.

CONSUMER: This offer expires July 31, 2007. Mention or enter coupon code FORT5 at checkout. This coupon can only be used on POMx products. One coupon redemption 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. Coupon code valid only at pompills.com/fort or 1-888-POM-PILL.



¹ pomwonderful.com/cancer.html ² pomwonderful.com/heart_health.html ³ 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.

© 2007 PomWonderful LLC. All rights reserved. POM Wonderful, POMx and "POM in a pill" are trademarks of PomWonderful LLC.

VMS-0000246

CX0120_0001

Figure 14



Science, not fiction.

**Made from the only pomegranates backed by
\$20 million in medical research.**

Introducing POMx™ – a highly concentrated, incredibly powerful blend of all-natural polyphenol antioxidants made from the very same pomegranates in **POM Wonderful 100% Pomegranate Juice**. Our method of harnessing astonishing levels of antioxidants is so extraordinary, it's patent-pending. So now you can get all the antioxidant power of an 8oz glass of juice in the convenience of a calorie-free pill.



Ready to take on free radicals? Put up your POMx and fight them with a mighty 1000mg capsule – that's more concentrated pomegranate polyphenol antioxidants than any other 100% pomegranate supplement. An initial UCLA medical study on POM Wonderful 100% Pomegranate Juice showed hopeful results for men with prostate cancer.^{1,3} And preliminary human research suggests that our California-grown pomegranate juice also promotes heart health.^{2,3} Take your antioxidants into your own hands. **Call 1-888-POM-PILL now, or visit pompills.com/dvr and get your first monthly shipment for just ~~\$29.95~~ \$24.95 with coupon.**

POM IN A PILL™

CALL 1-888-POM-PILL now, or visit pompills.com/dvr

Not available in stores | 100% money-back guarantee



SAVE \$5 ON YOUR FIRST ORDER.
Call 1-888-POM-PILL or visit pompills.com/dvr and mention or enter code **DVR5** at checkout. To pay by check, call 1-888-POM-PILL for instructions. Hurry, offer expires July 31, 2007.

CONSUMER: This offer expires July 31, 2007. This coupon can only be used on POMx products. One coupon redemption 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. Coupon code valid only at pompills.com/dvr or 1-888-POM-PILL.



¹ pomwonderful.com/cancer.html ² pomwonderful.com/heart_health.html ³ 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.

© 2007 PomWonderful LLC. All rights reserved. POM Wonderful, POMx and "POM in a pill" are trademarks of PomWonderful LLC.

VMS-0000247

CX0122_0001

Figure 15



Contact: Pam Holmgren (310) 966 5894
pholmgren@pomwonderful.com

Note to Editors: Interviews with medical researcher quoted are available upon request.

POM Wonderful 100% Pomegranate Juice May Improve Mild to Moderate Cases of Erectile Dysfunction, Study Finds

Research shows 8 ounces a day of POM Wonderful 100% Pomegranate Juice may help the management of erectile dysfunction

LOS ANGELES (June 27 - 2007) – According to a pilot study released in the *International Journal of Impotence Research* (<http://www.nature.com/ijir>), POM Wonderful 100% Pomegranate Juice was found to have beneficial effects on erectile dysfunction (ED), a disorder that affects 1 in 10 men worldwide and 10 to 30 million men in the United States alone.^{1,2} ED can be caused by several factors, including arterial plaque, high blood pressure, heart disease, diabetes, nerve damage, endocrine imbalance or depression. Ultimately, ED is a condition that affects the blood flow to the penis during sexual stimulation.

This randomized, placebo-controlled, double-blind, crossover pilot study examined the efficacy of pomegranate juice versus placebo in improving erections in 61 male subjects. To qualify, participants had to experience mild to moderate ED for at least 3 months; be in a stable, monogamous relationship with a consenting female partner; and be willing to attempt sexual intercourse on at least one occasion per week during each study period.

Mild ED is defined as the mildly decreased ability to get and keep an erection, while moderate ED is the moderately decreased ability to get and keep an erection. The majority of men with ED have moderate ED.

For the first four weeks of the study, the subjects were assigned to drink either 8 oz. of POM Wonderful Pomegranate Juice or 8 oz. of placebo beverage daily with their evening

meal or shortly after. After a two-week washout period during which the subjects did not consume any study beverage nor utilize any ED treatment, they were assigned to drink 8 oz. of the opposite study beverage every evening for another four weeks. At the end of the each four week period, efficacy was assessed using the International Index of Erectile Function (IIEF) and Global Assessment Questionnaires (GAQ). The IIEF is a validated questionnaire that has been demonstrated to correlate with ED intensity. The GAQ elicits the patient's self-evaluation of the study beverages' effect on erectile activity.

Forty seven percent of the subjects reported that their erections improved with POM Wonderful Pomegranate Juice, while only 32% reported improved erections with the placebo ($p=0.058$). These results compare favorably to a recent 24-week study using a PDE5 inhibitor (such as Cialis), in which roughly 73% of subjects reported a benefit from the PDE5 inhibitor and 26% reported a "placebo effect" (i.e. experiencing improvement while on the placebo).³

Although the study did not achieve overall statistical significance, the authors conclude that additional studies with more patients and longer treatment periods may in fact reach statistical significance. The strong directional results of this pilot study are encouraging because almost half of the test subjects experienced a benefit simply by adding pomegranate juice to their daily diet, without the use of ED drugs.

Researchers believe that the results might be due to the potent antioxidant content of pomegranate juice, which can prevent free radical molecules from disrupting proper circulatory function. In several previously published medical studies, pomegranate juice has been shown to enhance blood flow and to slow or reverse arterial plaque growth.^{4,5,6} Because an erection requires significant blood flow, these potent pomegranate antioxidants may provide benefit by mitigating arterial plaque and promoting blood vessel dilation.

According to study co-author Harin Padma-Nathan, MD, FACS, FRCS, Clinical Professor of Urology at the Keck School of Medicine, University of Southern California, "These findings are very encouraging as they suggest there is a non-invasive, non-drug way to potentially alleviate this quality of life issue that affects so many men. For men with ED, it is important to

maintain a healthy diet and exercise. Drinking pomegranate juice daily could be an important addition to the diet in the management of this condition.”

About POM Wonderful

POM Wonderful is the largest producer of California Wonderful pomegranates and the company exclusively grows and sells this variety. POM Wonderful’s pomegranates grow in central California, in the sunny San Joaquin Valley. Fresh pomegranates are in season from October through January and November is National Pomegranate Month.

The company also uses its fresh pomegranates to make its delicious, all-natural, POM Wonderful Pomegranate Juice and POMx, a highly-concentrated blend of all-natural polyphenol antioxidants harnessed from the pomegranate by a patent-pending process. POMx is found exclusively in POM Tea, POMx Pills and POMx Liquid.

POM Wonderful Pomegranate Juice and POM Tea are available year-round at retail and are found in the refrigerated section of supermarkets nationwide. POMx Pills and POMx liquid are available at <http://www.pompills.com>. To learn more, visit <http://www.pomwonderful.com>.

###

References

- 1 Furlow WL. Prevalence of impotence in the United States. *Med Aspects Hum Sex* 1985, 19: 13-16.
- 2 Kaiser FE. Erectile dysfunction in the aging man. *Med Clin North Am* 1999; 83: 1267-1278.
- 3 Rajfer J, Aliotta PJ, Steidle CP, Fitch III WP, Zhao Y, and Yu A. Tadalafil dosed once a day in men with erectile dysfunction: a randomized, double-blind, placebo-controlled study in the US. *International Journal of Impotence Research* 2007, 19: 95-103.
- 4 Ignarro LJ, Byrns RE, Sumi D, de Nigris F, Napoli C. Pomegranate juice protects nitric oxide against oxidative destruction and enhances the biological actions of nitric oxide. *Nitric Oxide* 2006; 15: 93-102.
- 5 Aviram M, Rosenblat M, Gaitini D, Nitecki S, Hoffman A, Dornfeld L, Volkova N, Presser D, Attias J, Liker H, and Liker H. Pomegranate juice consumption for 3 years with patients with carotid artery stenosis reduces common carotid intima-media thickness, blood pressure and LDL oxidation. *Clinical Nutrition*, 2004, 23: 423-433.
- 6 Summer MD, Elliot-Eller M, Weidner G, Daubenmier JJ, Chew MH, Marlin R, Raisin CJ and Ornish, D. Effects of pomegranate juice consumption on myocardial perfusion in patients with coronary heart disease. *American Journal of Cardiology* 2005, 96: 810-814.

Figure 16

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

**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:...

- 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 affects 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



Figure 17

POMx Prostate Newsletter

Pills and Liquid

Monthly

3rd Continuity Shipment

Fall '07 - present (ongoing)

POMx YOUR PARTNER IN 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)

**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

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 cancer related to death in men in the United States according to the National Cancer Institute

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
POM Wonderful, 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
 chiefsciencemanager@pomwonderful.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?



1.888.POMPILL
 WWW.POMPILLS.COM



Figure 18



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.^{1,2,3} Two additional preliminary studies on our juice showed *promising results for heart health*.

"Pomegranate juice improves myocardial perfusion in coronary heart patients," per D. Ornish, et al, in the *American Journal of Cardiology*, 2005.^{1,2,4} "Pomegranate juice pilot research suggests anti-atherosclerosis benefits," according to M. Aviram, et al, in *Clinical Nutrition*, 2004!^{2,5}



California-grown.

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.





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

The power of POM, in one little pill.

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 18, 2008. The 1st bottle free plus free shipping offer applies only to the purchase price for the first month of POMx. Following months will be \$29.95 per bottle. This discount can only be used on POMx products. See discount per customer. Cannot be combined with other offers. No substitutions. Variable rights or state restrictions will be given. We reserve the right to modify or discontinue this promotion in any time. We reserve the right to change product price or shipping charge at any time. Offer valid only at pompills.com/nb. Discount code is not valid on POMx sale.

1. pompills.com/news 2. pompills.com/news 3. 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. 4. 45 men with rising PSA after surgery or radiotherapy drank 8 oz. 100% pomegranate juice daily for two years. 5. 45 patients with coronary heart disease and myocardial ischemia drank 8 oz. 100% pomegranate juice daily for three months. 6. 75 patients aged 60-75 years with severe atherosclerosis drank 8 oz. 100% pomegranate juice daily for one year. ©2008 Pom Wonderful LLC. All rights reserved. POM Wonderful, POMx and "Antioxidant Superpill" are trademarks of Pom Wonderful LLC.



Figure 19

VMS ID: 080203607
RUN DATE: 02/03/2008



The antioxidant superpill.™

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 8 oz. juice.

POMx is made from the only pomegranates backed by \$23 million in medical research, the same pomegranates we use to make our POM Wonderful 100% Pomegranate Juice. 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} Two additional preliminary studies on our juice showed *promising results for heart health*.

"Stress-induced ischemia decreased in the pomegranate group," Dr. Dean Ornish reported in the *American Journal of Cardiology*, 2005.^{1,2,4} "Pomegranate juice consumption resulted in a significant IMT⁵ reduction by up to 30% after one year," said Dr. Michael Aviram, referring to reduced arterial plaque in *Clinical Nutrition*, 2004.^{1,2,6}

CALL 1-888-POM-PILL (766-7455) now or visit pompills.com/la

Try POMx for one month – FREE!

We'll even pay for the shipping. Visit pompills.com/la or call 1-888-POM-PILL. Use discount code: LA30

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/la 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 Study measured intima-media thickness (IMT). ⁶ 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.



VMS-0000261

CX0180_0001



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} Two additional preliminary studies on our juice found *promising results for heart health*. "Stress-induced ischemia decreased in the pomegranate group," Dr. Dean Ornish reported in the *American Journal of Cardiology*, 2005.^{1,2} "Pomegranate juice consumption resulted in a significant IMT⁵ reduction by up to 30% after one year," said Dr. Michael Aviram, referring to reduced arterial plaque in *Clinical Nutrition*, 2004.^{1,2,8}

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.



pompills.com/research ¹ 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. ² 45 men with rising PSA after surgery or radiotherapy drank 8oz 100% pomegranate juice daily for two years. ³ 45 patients with coronary heart disease and myocardial ischemia (insufficient blood flow to the heart) drank 8oz 100% pomegranate juice daily for three months. ⁴ Study measured intima-media thickness (IMT), which indicates plaque buildup in the carotid artery. ⁵ 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. PP295

POM
WONDERFUL[®]

Exhibit K

CX1426_00044

Figure 20

VMS ID: 080505048
RUN DATE: 05/01/2008



What gets your heart pumping?

Supermodels or beaches? 36-24-36? Or perhaps healthy arteries. Drink POM Wonderful 100% Pomegranate Juice. It helps guard your body against free radicals, unstable molecules that emerging science suggests aggressively destroy healthy cells in your body and contribute to disease. POM Wonderful 100% Pomegranate Juice is supported by \$23 million of initial scientific research from leading universities, which has uncovered encouraging results in prostate and cardiovascular health. Eight ounces a day is enough to keep your heart pumping, even if you're not dating a supermodel.

POM Wonderful 100% Pomegranate Juice. The Antioxidant Superpower.™

©2008 PomWonderful LLC. All rights reserved. POM Wonderful and "The Antioxidant Superpower" are trademarks of PomWonderful LLC.

POM
WONDERFUL®
pomegranatetruth.com

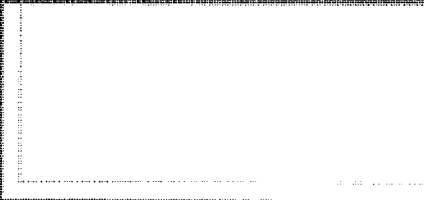
VMS-0000266

CX0192_0001

Figure 21

TIME

Drink to
prostate
health.



JOB NO: PJ9745	TRIM: 7.875" x 10.5"	GROUP: 4/C PROS	DATE: 08-25-08
PROJECT: NY Times Magazine Wrap	SIZE: 7.125" x 9.75"	PRINTING: BLEED (DO NOT PRINT)	DATE: 09-09-08
SCALE: 1:1	BLEED: 0.375" x 11"	PRINTOUT SIZE: 100%	PROOF APPROVED: F

CONFIDENTIAL, SUBJECT TO A PROTECTIVE ORDER

POM-OS00001566

CONFIDENTIAL-FTC Docket NO. 9344

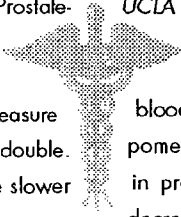
RESP024721

CX0314_0003

A recently published medical study involving POM Wonderful 100% Pomegranate Juice followed 46 men previously treated for prostate cancer either with surgery or radiation.

After drinking eight ounces of POM Wonderful 100% Pomegranate Juice daily for at least two years, these men experienced significantly slower PSA doubling times. PSA (Prostate-Specific Antigen) is a biomarker that indicates the presence of prostate cancer. "PSA doubling time" is a measure of how long it takes for PSA levels to double. A longer doubling time may indicate slower progression of the disease.

"This is a big increase. I was surprised when I saw such an improvement in PSA numbers," said Dr. Allan Pantuck, lead author of the UCLA Study.



In addition, in-vitro testing using blood serum from the patients who drank pomegranate juice showed a 17% increase in prostate cancer cell death and a 12% decrease in cancer cell growth.

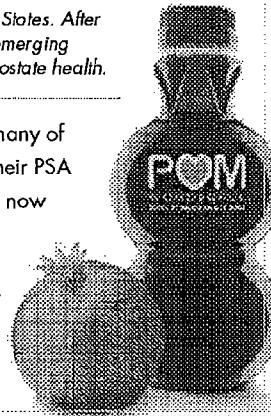
At the beginning of the study, PSA levels doubled on average every 15 months. By the end of the study, doubling time had slowed to 54 months - nearly a four-fold improvement.

One important note: All patients drank the same POM Wonderful 100% Pomegranate Juice which is available in your supermarket produce section.

Prostate Cancer is the most commonly diagnosed cancer in men in the United States. After lung cancer, it's the second leading cause of cancer death in men. However, emerging science suggests that diet and lifestyle may be able to significantly improve prostate health.

The Research Continues Results from this study were so promising that many of the original patients continued to drink pomegranate juice daily, and their PSA doubling times remained suppressed. Three more clinical studies are now underway to further investigate the effects of POM on prostate health.

Learn why POM Wonderful is the only pomegranate juice you can trust. (See inside back cover of this wrap.)



POM
WONDERFUL
pomwonderful.com

PJ9745_POMline wrap_F.indd 2

9/10/08 9:24:12 AM

JOB NO.: PJ9745	SIZE: 7.875" x 10.5"	COLOR: 4/C PROS	DATE IN: 08-25-08
PROJECT: NY Times Magazine Wrap	DATE: 7.125" x 9.75"	LIVE, TOB, BLEED (DO NOT PRINT)	DATE OUT: 09-09-08
SCALE: 1:1	BLEED: 8.375" x 11"	PRINTOUT SIZE: 100%	PROOF NAME: F

The proof is in the POM

100% Authentic

POM is the only brand guaranteed to contain 100% real pomegranate juice. We wish other brands were as honest. In fact, according to recent independent tests, nine out of ten so-called "pomegranate" juices were found to have added sugar, colorants and other low-grade fruit juices.

Tree to Bottle

POM is the only brand that controls its juice from tree to bottle, batch to batch, year to year. We only grow "Wonderful" variety pomegranates, renowned for their superior antioxidants and delicious taste. And every 16oz bottle contains the juice of five whole pomegranates.

The Antioxidant Superpower™

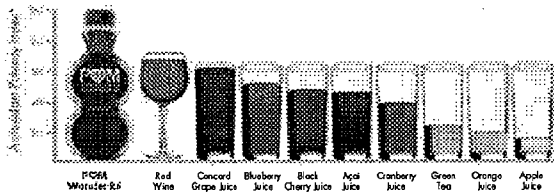
With uniquely high levels of powerful antioxidants, POM Wonderful 100% Pomegranate Juice has demonstrated superior ability to neutralize harmful free radicals and to inhibit excess inflammation.

Backed by Science

Only POM is backed by \$25 million in medical research conducted at the world's leading universities. Clinical studies have documented the benefits of drinking POM Wonderful 100% Pomegranate Juice, including improved cardiovascular and prostate health.

More Antioxidants

Sip for sip, POM Wonderful 100% Pomegranate Juice has more polyphenol antioxidants than red wine, green tea and other juices.



pomwonderful.com

*Index combines results from four leading antioxidant tests (ORAC, DPPH, FRAP, TEAC). N. Soomra, et al., "Comparison of Antioxidant Potency of Commonly Consumed Polyphenol Rich Beverages in the United States," Journal of Agricultural Food and Chemistry 12008.

PJ9745_POMtime wrap_F.indd 3

9/10/08 9:24:12 AM

JOB NO: PJ9745	TRIM: 7.875" x 10.5"	FOR: 4/C PROS	DATE: 08-25-08
PROJECT: NY Times Magazine Wrap	SIZE: 7.125" x 9.75"	LINE: TRIM, BLEED (DO NOT PRINT)	DATE: 09-09-08
SCALE: 1:1	BLEED: 0.375" x 11"	PRINTING SIZE: 100%	PRINTING: F

CONFIDENTIAL, SUBJECT TO A PROTECTIVE ORDER

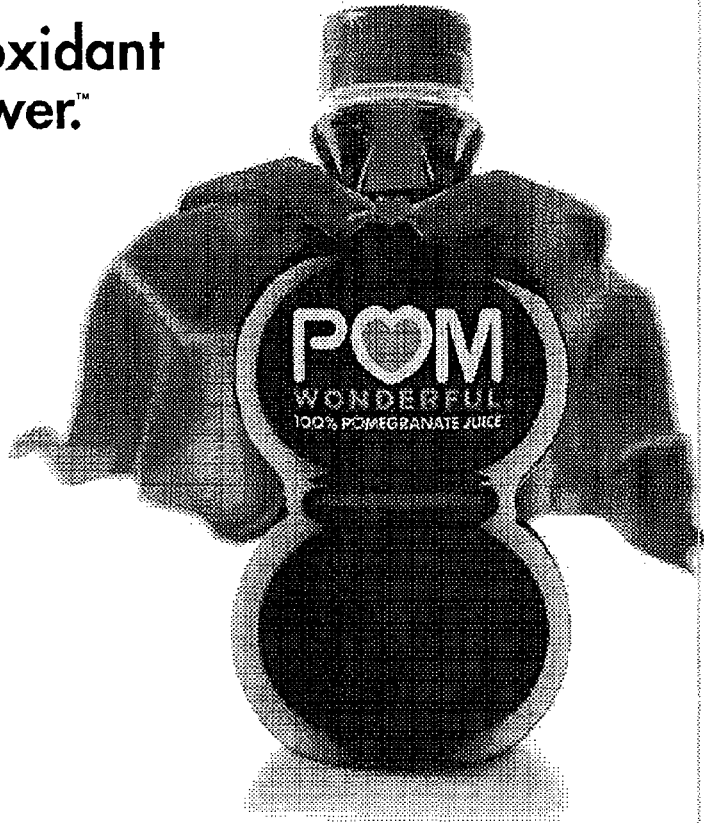
POM-OS00001568

CONFIDENTIAL-FTC Docket NO. 9344

RESP024723

CX0314_0005

The Antioxidant Superpower.™



What's it like to have a personal superhero? Find out by drinking delicious and refreshing POM Wonderful® 100% Pomegranate Juice. It has more naturally occurring antioxidants than other drinks. Antioxidants fight free radicals, villainous little molecules that may cause premature aging, heart disease, stroke, Alzheimer's, even cancer. All you need is eight ounces to save the day. Every day.



The Antioxidant Superpower.™ 100% Pure Pomegranate Juice.

©2008 Pom Wonderful LLC. All rights reserved. POM Wonderful and The Antioxidant Superpower are trademarks of Pom Wonderful LLC.

PJ9745_POM time wrap_F.indd 4

9/10/08 9:24:19 AM

JOB NO.: PJ9745	TRIM: 7.875" x 10.5"	COLOR: 4/C PROS	DATE IN: 08-25-08
PROJECT: NY Times Magazine Wrap	LIVE: 7.125" x 9.75"	LIVE, TRIM, BLEED (DO NOT PRINT)	DATE OUT: 09-09-08
SCALE: 1 : 1	BLEED: 0.375" x 11"	PRINTOUT SIZE: 100%	PROOF ROUND: F

CONFIDENTIAL, SUBJECT TO A PROTECTIVE ORDER

POM-OS00001569

CONFIDENTIAL-FTC Docket NO. 9344

RESP024724

CX0314_0006

TIME

Drink to
prostate
health.



CONFIDENTIAL, SUBJECT TO A PROTECTIVE ORDER

POM-OS00001570

CONFIDENTIAL-FTC Docket NO. 9344

RESP024725

CX0314_0007

A recently published medical study involving POM Wonderful 100% Pomegranate Juice followed 46 men previously treated for prostate cancer either with surgery or radiation.

After drinking eight ounces of POM Wonderful 100% Pomegranate Juice daily for at least two years, these men experienced significantly slower PSA doubling times. PSA (Prostate-Specific Antigen) is a biomarker that indicates the presence of prostate cancer. "PSA doubling time" is a measure of how long it takes for PSA levels to double. A longer doubling time may indicate slower progression of the disease.

"This is a big increase. I was surprised when I saw such an improvement in PSA numbers," said Dr. Allan Pantuck, lead author of the UCLA Study.

In addition, in-vitro testing using blood serum from the patients who drank pomegranate juice showed a 17% increase in prostate cancer cell death and a 12% decrease in cancer cell growth.

At the beginning of the study, PSA levels doubled on average every 15 months. By the end of the study, doubling time had slowed to 54 months – nearly a four-fold improvement.

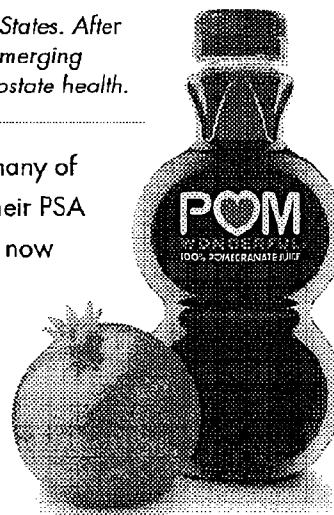
One important note: All patients drank the same POM Wonderful 100% Pomegranate Juice which is available in your supermarket produce section.

Prostate Cancer is the most commonly diagnosed cancer in men in the United States. After lung cancer, it's the second leading cause of cancer death in men. However, emerging science suggests that diet and lifestyle may be able to significantly improve prostate health.

The Research Continues Results from this study were so promising that many of the original patients continued to drink pomegranate juice daily, and their PSA doubling times remained suppressed. Three more clinical studies are now underway to further investigate the effects of POM on prostate health.

Learn why POM Wonderful is the only pomegranate juice you can trust. (See inside back cover of this wrap.)

pomwonderful.com



The proof is in the POM

100% Authentic

POM is the only brand guaranteed to contain 100% real pomegranate juice. We wish other brands were as honest. In fact, according to recent independent tests, nine out of ten so-called "pomegranate" juices were found to have added sugar, colorants and other low-grade fruit juices.

Tree to Bottle

POM is the only brand that controls its juice from tree to bottle, batch to batch, year to year. We only grow "Wonderful" variety pomegranates, renowned for their superior antioxidants and delicious taste. And every 16oz bottle contains the juice of five whole pomegranates.

The Antioxidant Superpower

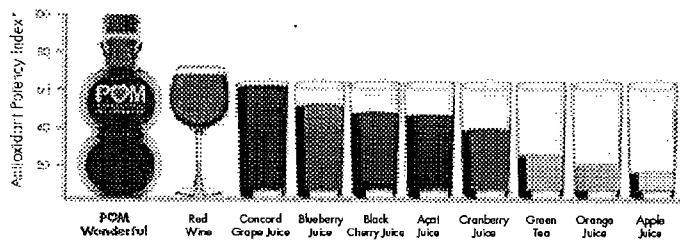
With uniquely high levels of powerful antioxidants, POM Wonderful 100% Pomegranate Juice has demonstrated superior ability to neutralize harmful free radicals and to inhibit excess inflammation.

Backed by Science

Only POM is backed by \$25 million in medical research conducted at the world's leading universities. Clinical studies have documented the benefits of drinking POM Wonderful 100% Pomegranate Juice, including improved cardiovascular and prostate health.

More Antioxidants

Sip for sip, POM Wonderful 100% Pomegranate Juice has more polyphenol antioxidants than red wine, green tea and other juices.



pomwonderful.com

*Index combines results from four leading antioxidant tests (ORAC, DPH, FRAP, TEAC). N. Seeram, et al., "Comparison of Antioxidant Polarity of Commonly Consumed Polyphenol Rich Beverages in the United States," Journal of Agricultural Food and Chemistry (2008).

Ingredients:
pomegranates,
\$25 million
in medical
research.



What goes into our POM Wonderful bottle goes into you — 100% authentic Wonderful variety pomegranate juice, your daily dose of free-radical-fighting antioxidants, \$25 million in published medical research and proven health benefits. Nothing else. That means no cheap filler juices. No sweeteners. And no added colorants. So read the label. And drink to your health. **Trust in POM.**

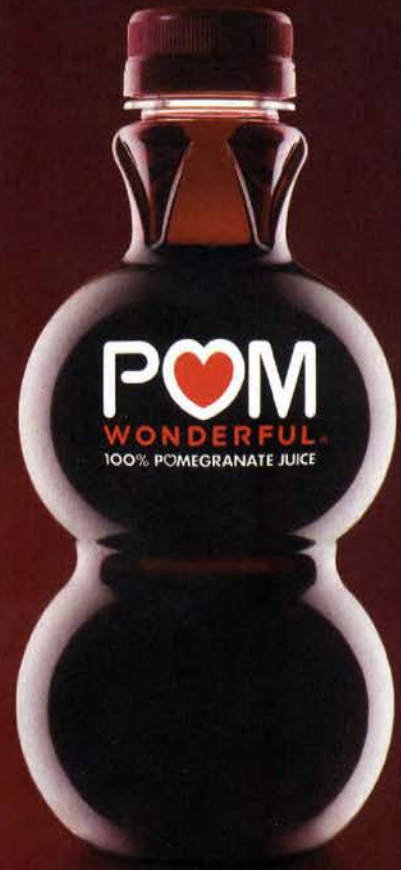
pom.wonderful.com

© 2008 Wonderful Group, Inc. All rights reserved. POM, Wonderful, and 100% Pomegranate Juice are trademarks of Wonderful Group, Inc.

Figure 22

VMS ID: 081200704
RUN DATE: 12/01/2008

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

©2008 PomWonderful LLC. All rights reserved. POM Wonderful is a registered trademark of PomWonderful LLC.

VMS-0000276

CX0260_0001

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

©2014 POM Wonderful, LLC. All rights reserved. POM Wonderful is a registered trademark of POM Wonderful, LLC.

Exhibit B

CX1426_00028

Figure 23

*I'm off to save
PROSTATES!*



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

pomwonderful.com

The Antioxidant Superpower.[®]

VMS-0000281

CX0274_0001

SPECIAL SOLUTIONS

Robliner, of Get a Real Life, up her four million dollars for 2009.

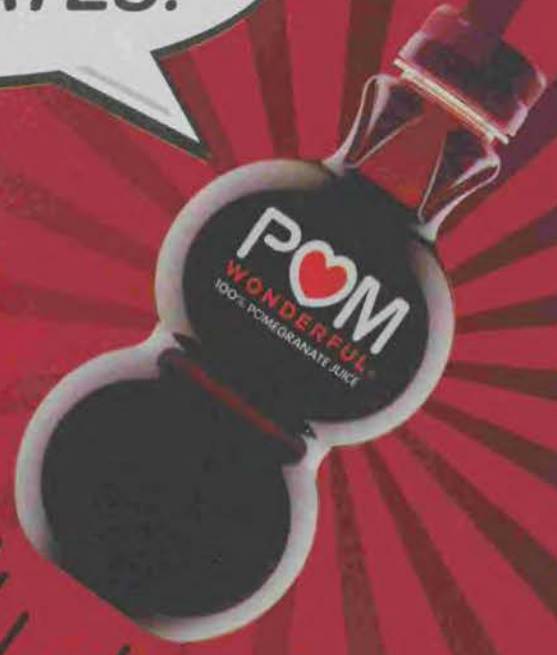
BANKS OFF
Your goal is to pay banking not even a penny of dollars and there, clear of banks that charge for withdrawals, for your choice to make you're not paying any fees. And if your bank charges a monthly fee, switch banks.

OUT OF DEBT
Pay any extra to pay down your credit card balances or other interest-debt. Maybe you can raid savings (your 401(k), 529 plan) to do it. If the interest rate on your savings are higher than the rate on your credit cards, it's probably a better idea to charge.

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

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

I'm off to save
PROSTATES!



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

pomwonderful.com

The Antioxidant Superpower.®

Exhibit C

Figure 24



Science, not fiction.

Made from the only pomegranates backed by \$25 million in medical research.

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 \$25 million in medical research, the same pomegranates we use to make our POM Wonderful 100% Pomegranate Juice. 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} Two additional preliminary studies on our juice showed *promising results for heart health*.

"Stress-induced ischemia decreased in the pomegranate group," Dr. Dean Ornish reported in the *American Journal of Cardiology*, 2005.^{1,2,4} "Pomegranate juice consumption resulted in a significant IMT⁵ reduction by up to 30% after one year," said Dr. Michael Aviram, referring to reduced arterial plaque in *Clinical Nutrition*, 2004.^{1,2,6}

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

Try POMx for one month – FREE!

We'll even pay for the shipping. Visit pompills.com/pop or call 1-888-POM-PILL. Use discount code: POP30

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 June 30, 2009. 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 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 drank 8oz 100% pomegranate juice daily for three months. ⁵ Study measured intima-media thickness (IMT). ⁶ 19 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 and POMx are trademarks of PomWonderful LLC.



Figure 25

LIVE LONG ENOUGH TO WATCH YOUR 401(k) RECOVER.

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 Superpill.™

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}

Recession-proof your health with POMx.

POMx – an ultra-potent anti-oxidant extract made from the same



The antioxidant power
of our 8oz juice.

pomegranates as POM Wonderful® 100% Pomegranate Juice – is the most potent natural anti-oxidant supplement available. Each 1000mg POMx pill has the antioxidant power of a full glass of POM Wonderful 100% Pomegranate Juice.

\$25 million in medical research. A sound investment.

POMx is made from the only pomegranates backed by \$25 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.



Try POMx Monthly
FREE for
ONE MONTH.
We'll even pay for the shipping.



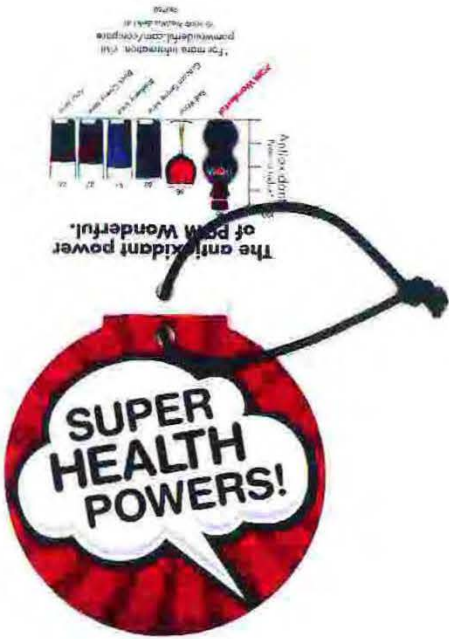
Order Now: 888-766-7455 or pompills.com/n3
Use discount code: N330

*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 5/30/09 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 or 1-888-766-7455. Not valid on POMx Trial or other POM products.



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. ³46 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. PP120

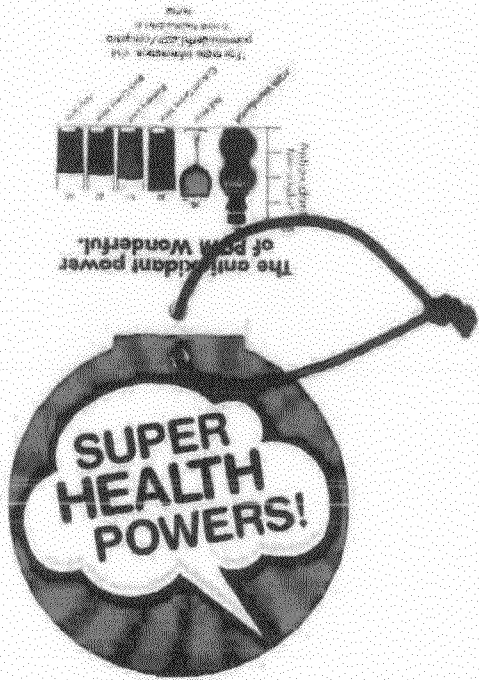
Figure 26



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!



100% PURE POMEGRANATE JUICE.

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

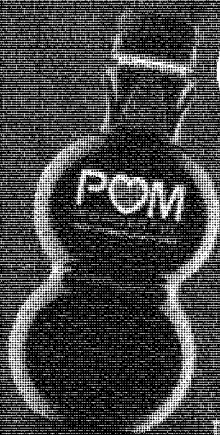
Backed by \$25 million in medical research. Proven to fight for cardiovascular, prostate and erectile health. Committed to keeping you healthy for a good, long time!

PLF _____ DEF _____
 WITNESS _____
 DATE 2/2/11
 TONI COHEN

Exhibit A

Figure 27

TIME



Lucky I have super
HEALTH POWERS!

The Antioxidant Superpower.

JOB NO: P2007	TRIM: 7.675" x 10.5"	COLOR: 4/C PROS	DATE #: 9-02-09	CREATIVE: CJ
PROJECT: Time Magazine Wrap - Dec 09	LIVE: 7.125" x 9.75"	LIVE TRIM BLEED (DO NOT PRINT)	CLIENT SIGN OFF: 00-00-00	PRODUCTION: MS
SCALE: 1:1	BLEED: 6.375" x 11.0"	PRINTOUT SIZE: 100%	RELEASE DATE: 9-10-09	PROOF: F

•PLEASE MARK ALL CHANGES ON INSITE DOCUMENT •NO CHANGES ON PRINTED FLAT WILL BE MADE

ONLY HEALTH!

\$32 million in medical research.

POM
WONDERFUL



A recently published pilot study* involving POM Wonderful 100% Pomegranate Juice followed 46 men previously treated for prostate cancer either with surgery or radiation.

After drinking eight ounces of POM Wonderful 100% Pomegranate Juice daily for at least two years, these men experienced significantly slower average PSA doubling

At the beginning of the study, PSA levels doubled on average every 15 months. By the end of the study, doubling time had slowed to 54 months – nearly a four-fold improvement. "This is a big increase. I was surprised when I saw such an improvement in PSA numbers," said Dr. Allan Pantuck, lead author of the UCLA Study.

times. PSA (Prostate-Specific Antigen) is a biomarker that indicates the presence of prostate cancer. PSA doubling time is a measure of how long it takes for PSA levels to double. A longer doubling time may indicate slower progression of the disease.

One important note: All of the patients drank the same POM Wonderful 100% Pomegranate Juice which is available in your supermarket produce section.

Prostate cancer is the most commonly diagnosed cancer in men in the United States. After lung cancer, it's the second leading cause of cancer death in men. However, emerging science suggests that diet and lifestyle may be able to significantly improve prostate health.

The Research Continues. Results from this study were so promising that many of the original patients continued to drink pomegranate juice daily, and their PSA doubling times remained suppressed. Three more clinical studies are now underway to further investigate the effects of POM on prostate health.

Learn why POM Wonderful is the only pomegranate juice you can trust. (See inside back cover of this wrap.)

pomwonderful.com

POM
WONDERFUL

* Published in: Pomegranate Juice delays PSA doubling time in humans. Cancer Causes & Control. 2004. Visit pomwonderful.com/health/research to review this and other published studies.

PJ2007 TimeMagDec09 Final1.2

9/10/09 2:20:45 PM

JOB NO.: PJ2007	TRIM: 7.675" x 10.5"	COLOR: 4/C PROS	DATE IN: 9-02-09	CREATIVE: CJ
PROJECT: Time Magazine Wrap - Dec 09	LINE: 7.125" x 9.75"	LINE: TRIM BLEED (DO NOT PRINT)	CLIENT SIGN OFF: 00-00-00	PRODUCTION: MS
SCALE: 1 : 1	BLEED: 0.375" x 11.0"	PRINTOUT SIZE: 100%	RELEASE DATE: 9-10-09	PROOF: F

PLEASE MARK ALL CHANGES ON INSITE DOCUMENT. NO CHANGES ON PRINTED FLAT WILL BE MADE.



LI-POM!

100% Authentic

POM is the only brand guaranteed to contain 100% real pomegranate juice. We wish other brands were as honest. In fact, according to recent independent tests, nine out of ten so-called "pomegranate" juices were found to have added sugar, colorants and other low-grade fruit juices.

Tree to Bottle

POM is the only brand that controls its juice from tree to bottle, batch to batch, year to year. We only grow "Wonderful" variety pomegranates, renowned for their superior antioxidants and delicious taste. And every 16oz bottle contains the juice of five whole pomegranates.

The Antioxidant Superpower®

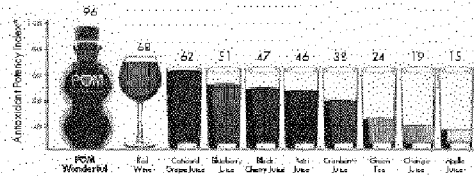
With uniquely high levels of powerful antioxidants, POM Wonderful 100% Pomegranate Juice has demonstrated superior ability to neutralize harmful free radicals and to inhibit excess inflammation.

Backed by Science

Only POM products are backed by \$32 million in medical research conducted at the world's leading universities, primarily in the areas of cardiovascular, prostate and erectile function.

More Antioxidants

Sip for sip, POM Wonderful 100% Pomegranate Juice has more polyphenol antioxidants than red wine, green tea and other juices.



pomwonderful.com

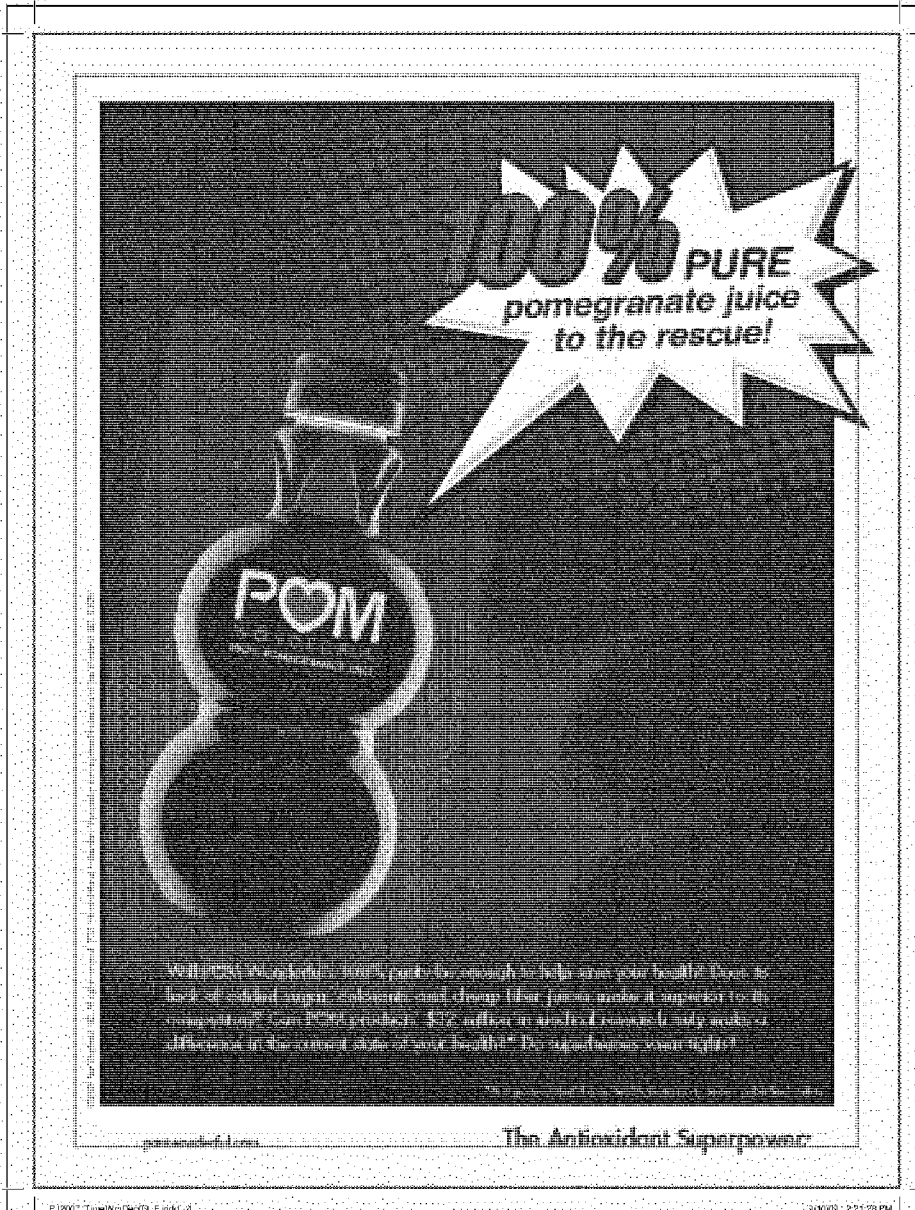
*Note: Contains results from four leading antioxidant tests (ORAC, DPPH, FRAP, TEAC). N. Sazam, et al., "Comparative Antioxidant Potency of Commercially Available Polyphenol Rich Beverages in the United States," *Journal of Agricultural and Food Chemistry* (2006). Study found at pomwonderful.com/pressroom.

TU2007 TimeWrDec09 Final 1.3

3/10/09 2:20:40 PM

JOB NO: P2007	TRIM: 7.675" x 10.5"	COLOR: 4/C PROS	DATE #: 9-02-09	CREATIVE: CJ
PROJECT: Time Magazine Wrap - Dec 09	LINE: 7.125" x 9.75"	LINE TRIM BLEED (80 MET PRINT)	CLIENT SIGN OFF: 09-09-09	PRODUCTION: MS
SCALE: 1 : 1	BLEED: 6.375" x 11.0"	PRINTOUT SIZE: 100%	RELEASE DATE: 9-10-09	PROOF: F

PLEASE MARK ALL CHANGES ON INSITE DOCUMENT. NO CHANGES ON PRINTED FLAT WILL BE MADE



JOB NO.: P12007	TRIM: 7.675" x 10.5"	COLOR: 4/C PROS	DATE W: 9-02-09	CREATIVE: CJ
PROJECT: Time Magazine Wrap - Dec 09	LIVE: 7.125" x 9.75"	LIVE: TRIM, BLEED (80 MET PRINT)	CLIENT SIGN OFF: 00-00-00	PRODUCTION: MS
SCALE: 1:1	BLEED: 8.375" x 11.0"	PRINTOUT SIZE: 100%	RELEASE DATE: 9-10-09	PROOF: F

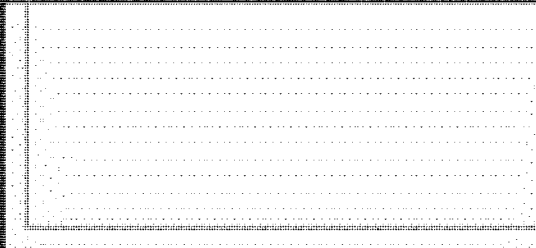
*PLEASE MARK ALL CHANGES ON INSITE DOCUMENT *NO CHANGES ON PRINTED FLAT WILL BE MADE

TIME

Lucky I have super
HEALTH POWERS!

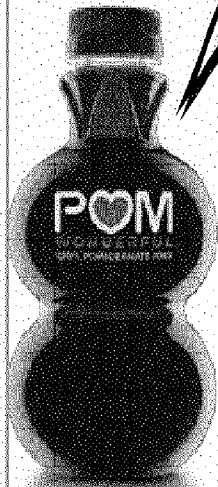


The Antioxidant Superpower.™



JOB NO.: PJ2005	TRIM: 7.875" x 10.5"	COLOR: 4/C PROCESS	DATE IN: 7-22-09
PROJECT: TimeWrap Oct09	LIVE: 7.125" x 9.75"	LIVE, TRIM, BLEED (DO NOT PRINT)	DATE OUT: 8-20-09
SCALE: 1 : 1	BLEED: 8.375" x 11"	PRINTOUT SIZE: 100%	PROOF ROUND: F2

HOLY HEALTH!
\$32 million in medical research.



A recently published pilot study* involving POM Wonderful 100% Pomegranate Juice followed 46 men previously treated for prostate cancer either with surgery or radiation.

After drinking eight ounces of POM Wonderful 100% Pomegranate Juice daily for at least two years, these men experienced significantly slower average PSA doubling

At the beginning of the study, PSA levels doubled on average every 15 months. By the end of the study, doubling time had slowed to 54 months – nearly a four-fold improvement. *"This is a big increase. I was surprised when I saw such an improvement in PSA numbers," said Dr. Allan Pantuck, lead author of the UCLA Study.*

times. PSA (Prostate-Specific Antigen) is a biomarker that indicates the presence of prostate cancer. PSA doubling time is a measure of how long it takes for PSA levels to double. A longer doubling time may indicate slower progression of the disease.

One important note: All of the patients drank the same POM Wonderful 100% Pomegranate Juice which is available in your supermarket produce section.

Prostate cancer is the most commonly diagnosed cancer in men in the United States. After lung cancer, it's the second leading cause of cancer death in men. However, emerging science suggests that diet and lifestyle may be able to significantly improve prostate health.

The Research Continues Results from this study were so promising that many of the original patients continued to drink pomegranate juice daily, and their PSA doubling times remained suppressed. Three more clinical studies are now underway to further investigate the effects of POM on prostate health.

Learn why POM Wonderful is the only pomegranate juice you can trust. *(See inside back cover of this wrap.)*

pomwonderful.com



* Pantuck et al., Phase II study of pomegranate juice for men with rising prostate specific antigen following surgery or radiation for prostate cancer, *Clinical Cancer Research*, 2006). Visit pomwonderful.com/health/research to review this and other published studies.

JOB NO.: PJ2005	TRIM: 7.875" x 10.5"	COLOR: 4/C PROCESS	DATE IN: 7-22-09
PROJECT: TimeWrap Oct09	LIVE: 7.125" x 9.75"	LIVE, TRIM, BLEED (DO NOT PRINT)	DATE OUT: 8-20-09
SCALE: 1 : 1	BLEED: 8.375" x 11"	PRINTOUT SIZE: 100%	PROOF ROUND: F2



100% Authentic

POM is the only brand guaranteed to contain 100% real pomegranate juice. We wish other brands were as honest. In fact, according to recent independent tests, nine out of ten so-called "pomegranate" juices were found to have added sugar, colorants and other low-grade fruit juices.

Tree to Bottle

POM is the only brand that controls its juice from tree to bottle, batch to batch, year to year. We only grow "Wonderful" variety pomegranates, renowned for their superior antioxidants and delicious taste. And every 16oz bottle contains the juice of five whole pomegranates.

The Antioxidant Superpower®

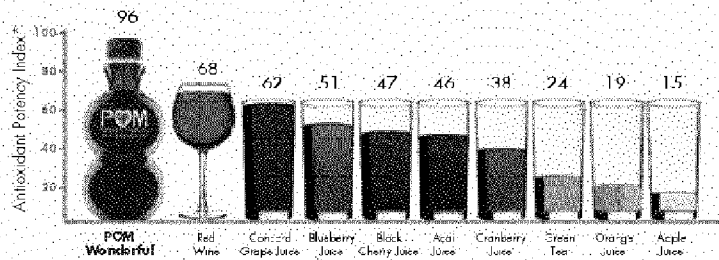
With uniquely high levels of powerful antioxidants, POM Wonderful 100% Pomegranate Juice has demonstrated superior ability to neutralize harmful free radicals and to inhibit excess inflammation.

Backed by Science

Only POM products are backed by \$32 million in medical research conducted at the world's leading universities, primarily in the areas of cardiovascular, prostate and erectile function.

More Antioxidants

Sip for sip, POM Wonderful 100% Pomegranate Juice has more polyphenol antioxidants than red wine, green tea and other juices.

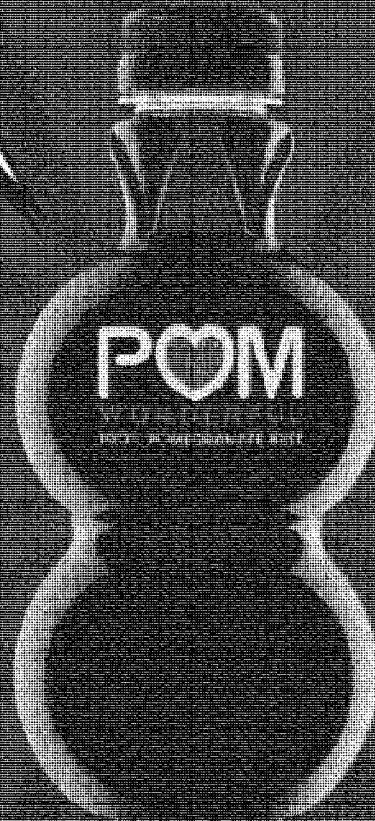


pomwonderful.com

*Index combines results from four leading antioxidant tests (ORAC, DPPH, FRAP, TEAC). N. Seeram, et al., "Comparison of Antioxidant Potency of Commonly Consumed Polyphenol-Rich Beverages in the United States," Journal of Agricultural and Food Chemistry (2008). Study found at pomwonderful.com/learnmore.

JOB NO.: PJ2005	TRIM: 7.875" x 10.5"	COLOR: 4/C PROCESS	DATE IN: 7-22-09
PROJECT: TimeWrap Oct09	LIVE: 7.125" x 9.75"	LIVE, TRIM, BLEED (DO NOT PRINT)	DATE OUT: 8-20-09
SCALE: 1 : 1	BLEED: 8.375" x 11"	PRINTOUT SIZE: 100%	PROOF ROUND: F2

Risk your health
in this economy?
NEVER!



In a time of financial distress, one 16-ounce hero has devoted itself to maintaining the world's health: POM Wonderful. One of the POM products backed by \$32 million in medical research*, the Antioxidant Superpower will defend you with the full force of its 100% pure pomegranate juice. And you will survive.

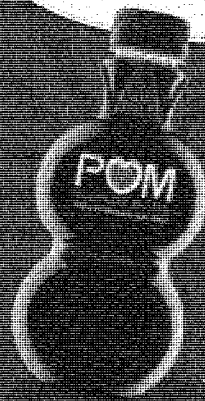
pomwonderful.com

The Antioxidant Superpower.®

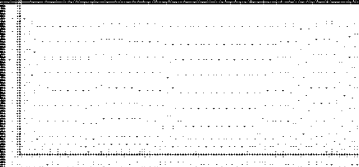
JOB NO.: PJ2005	TRIM: 7.875" x 10.5"	COLOR: 4/C PROCESS	DATE IN: 7-22-09
PROJECT: TimeWrap Oct09	LIVE: 7.125" x 9.75"	LIVE: TRIM, BLEED (DO NOT PRINT)	DATE OUT: 8-20-09
SCALE: 1 : 1	BLEED: 8.375" x 11"	PRINTOUT SIZE: 100%	PROOF ROUND: F2

TIME

Lucky I have super
HEALTH POWERS!



The Antioxidant Superpower:

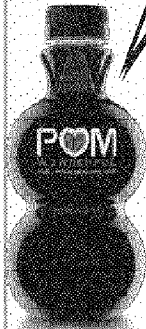


JOB NO.: PJ2006	TRIM: 7.875" x 10.5"	COLOR: 4/C PROS	DATE: 09-01-09	CREATIVE: CJ
PROJECT: Time Magazine Wrap - Nov 09	BLEE: 7.125" x 9.75"	UV: TRIM, BLEED (DO NOT PRINT)	CURRENT SIGN OFF: 00-00-00	PRODUCTION: MS
SCALE: 1 : 1	BLEED: 8.375" x 11.0"	PRINTING SIZE: 100%	RELEASE DATE: 0-10-09	PROOF: F2

•PLEASE MARK ALL CHANGES ON INSITE DOCUMENT •NO CHANGES ON PRINTED FLAT WILL BE MADE



POY HEALTH!
\$32 million in medical research



A recently published pilot study* involving POM Wonderful 100% Pomegranate Juice followed 46 men previously treated for prostate cancer either with surgery or radiation.

After drinking eight ounces of POM Wonderful 100% Pomegranate Juice daily for at least two years, these men experienced significantly slower average PSA doubling times. PSA (Prostate-Specific Antigen) is a biomarker that indicates the presence of prostate cancer. PSA doubling time is a measure of how long it takes for PSA levels to double. A longer doubling time may indicate slower progression of the disease.

At the beginning of the study, PSA levels doubled on average every 15 months. By the end of the study, doubling time had slowed to 54 months – nearly a four-fold improvement. *"This is a big increase. I was surprised when I saw such an improvement in PSA numbers,"* said Dr. Allan Pantuck, lead author of the UCLA Study.

One important note: All of the patients drank the same POM Wonderful 100% Pomegranate Juice which is available in your supermarket produce section.

Prostate cancer is the most commonly diagnosed cancer in men in the United States. After lung cancer, it's the second leading cause of cancer death in men. However, emerging science suggests that diet and lifestyle may be able to significantly improve prostate health.

The Research Continues: Results from this study were so promising that many of the original patients continued to drink pomegranate juice daily, and their PSA doubling times remained suppressed. Three more clinical studies are now underway to further investigate the effects of POM on prostate health.

Learn why POM Wonderful is the only pomegranate juice you can trust. (See inside back cover of this wrap.)

pomwonderful.com



* Published at: Phase II study of pomegranate juice for men with rising prostate-specific antigen following surgery or radiation for prostate cancer. Clinical Cancer Research (2004). Visit pomwonderful.com/health/research to review this and other published studies.

P2006 TimeWrapV09 F2.indd 2

3/10/06 10:51:55 AM

JOB NO.: P2006	TRIM: 7.875" x 10.5"	COLOR: 4/C PROS	DATE: 0-01-09	CREATIVE: CJ
PROJECT: Time Magazine Wrap - Nov 09	SIZE: 7.125" x 9.75"	ENTR. TRIM: BLEED (DO NOT PRINT)	CLIENT SIGN OFF: 00-00-00	PRODUCTION: MS
SCALE: 1:1	BLEED: 8.375" x 11.0"	PRINTING SIZE: 100%	RELEASE DATE: 0-10-09	PROOF: F2

•PLEASE MARK ALL CHANGES ON INSITE DOCUMENT •NO CHANGES ON PRINTED FLAT WILL BE MADE



LI-POM!

100% Authentic

POM is the only brand guaranteed to contain 100% real pomegranate juice. We wish other brands were as honest. In fact, according to recent independent tests, nine out of ten so-called "pomegranate" juices were found to have added sugar, colorants and other low-grade fruit juices.

Tree to Bottle

POM is the only brand that controls its juice from tree to bottle, batch to batch, year to year. We only grow "Wonderful" variety pomegranates, renowned for their superior antioxidants and delicious taste. And every 16oz bottle contains the juice of five whole pomegranates.

The Antioxidant Superpower®

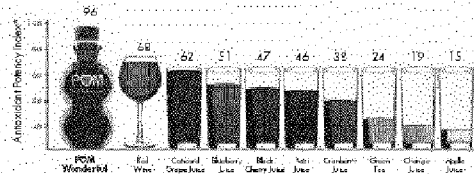
With uniquely high levels of powerful antioxidants, POM Wonderful 100% Pomegranate Juice has demonstrated superior ability to neutralize harmful free radicals and to inhibit excess inflammation.

Backed by Science

Only POM products are backed by \$32 million in medical research conducted at the world's leading universities, primarily in the areas of cardiovascular, prostate and erectile function.

More Antioxidants

Sip for sip, POM Wonderful 100% Pomegranate Juice has more polyphenol antioxidants than red wine, green tea and other juices.



pomwonderful.com

*Note: Contains acids from four leading antioxidant tests (ORAC, DPPH, FRAP, TEAC). N. Sazam, et al., "Comparative Antioxidant Potency of Commercial Polyphenol Rich Beverages in the United States," *Journal of Agricultural and Food Chemistry* (2008). Study found at pomwonderful.com/research.

TU2006 TimeWr09V09 FZ.indd 1

3/10/06 10:51:55 AM

JOB NO.: P12006	TRIM: 7.875" x 10.5"	COLOR: A/C PROS	DATE: 0-01-09	CREATIVE: CJ
PROJECT: Time Magazine Wrap - Nov 09	SIZE: 7.125" x 9.75"	ENV. TRIM: BLEED (DO NOT PRINT)	CUSTOM SIGN OFF: 00-00-00	PRODUCTION: MS
SCALE: 1:1	BLEED: 8.375" x 11.0"	PRINTING SIZE: 100%	RELEASE DATE: 0-10-09	PROOF: FZ

•PLEASE MARK ALL CHANGES ON INSITE DOCUMENT •NO CHANGES ON PRINTED FLAT WILL BE MADE

Have no health fear...
POM IS HERE!

It's a champion of superior health... it's a radical natural... It's The Antioxidant Superpower. POM Wonderful® 100% pure pomegranate juice. Unfiltered by design. Full flavor. Added support of antioxidants. Backed by additional medical research.* Don't let fear stop you. Go ahead and call for a good long time.

pom.wonderful.com

The Antioxidant Superpower.®

TU2006 TimeW/NOV09 F2.indd 1

7/10/09 10:55:25 AM

JOB NO.: PJ2006	TRIM: 7.875" x 10.5"	COLOR: 4/C PROS	DATE: 9-01-09	CREATIVE: CJ
PROJECT: Time Magazine Wrap - Nov 09	LOVE: 7.125" x 9.75"	LIVE TRIM; BLEED (DO NOT PRINT)	CLIENT SIGN OFF: 00-00-00	PRODUCTION: MS
SCALE: 1 : 1	BLEED: 8.375" x 11.0"	PRINTOUT SIZE: 100%	RELEASE DATE: 9-10-09	PROOF: F2

•PLEASE MARK ALL CHANGES ON INSITE DOCUMENT •NO CHANGES ON PRINTED FLAT WILL BE MADE

TIME

Lucky I have super
HEALTH POWERS!



The Antioxidant Superpower.*



*Based on a study published in the Journal of Agricultural and Food Chemistry, 54(12), 2006, 4471-4475. All antioxidant activity was measured in terms of oxygen radical absorbance capacity (ORAC) and expressed as micromoles of Trolox equivalents per gram of pomegranate juice. The study was funded by POM Wonderful. For more information, visit www.pomwonderful.com.

100% PURE
pomegranate juice
to the rescue!



Will POM Wonderful's 100% purity be enough to help save your health? Does its lack of added sugar, colorants and cheap filler juices make it superior to its competitors? Can POM products' \$32 million in medical research truly make a difference in the current state of your health?® Do superheroes wear tights?

*Visit pomwonderful.com/health/research to review published studies.

pomwonderful.com

The Antioxidant Superpower.®

CONFIDENTIAL-FTC Docket NO. 9344

RESP023826

CX0380_0006

TIME



*Lucky I have super
HEALTH POWERS!*

The Antioxidant Superpower.*



*Based on a study published in the Journal of Agricultural and Food Chemistry, which found that pomegranate juice has a higher antioxidant capacity than other fruits and vegetables. The study also found that pomegranate juice has a higher antioxidant capacity than other fruits and vegetables. The study also found that pomegranate juice has a higher antioxidant capacity than other fruits and vegetables.

Figure 28

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 12/31/09 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.



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. ³65 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 Superpillare trademarks of PomWonderful LLC. PD2132

HEALTHY. ~~WEALTHY.~~ AND WISE.

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

Antioxidants are a necessity. Not a luxury.

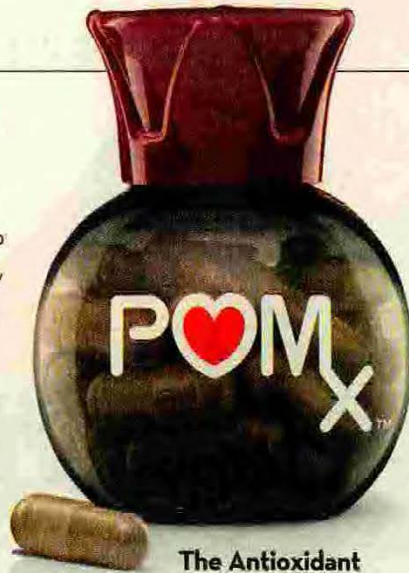
Emerging science suggests that antioxidants are critically important to maintaining good health because they protect you from free radicals, which can damage your body. Taking one POMx pill a day will help protect you from free radicals and keep you at your healthy best. Even when you're going through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



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 26 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 drank 8oz 100% pomegranate juice daily for three months. ⁵ Study measured intima-media thickness (IMT). ⁶ 79 patients aged 65-75 years with severe atherosclerosis drank 8oz 100% pomegranate juice daily for one year. ©2009 Pom Wonderful LLC. All rights reserved. POM Wonderful, POMx and Antioxidant Superpill are trademarks of Pom Wonderful LLC. PP2322

Figure 29

YOUR NEW HEALTH CARE PLAN. (NO TOWN HALL MEETING REQUIRED.)

Antioxidant Health Insurance.

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. Better yet, it's a health plan that's open to everyone.



The antioxidant power of our 8oz juice.

All-natural. Non-political.

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. Zero deductible.

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.



A health care plan for a healthy future.

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/wp
Use discount code: WP30

*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 4/30/10 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 or 1-888-766-7455. Not valid on POMx Trial or other POM products.



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. ³60 men with rising PSA after surgery or radiotherapy drank 8oz 100% pomegranate juice daily for two years. ⁴43 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, Antioxidant Superpill and POMx are trademarks of PomWonderful LLC. WP30

Figure 30

THE FIRST BOTTLE YOU SHOULD OPEN IN 2010.

2010, Year of the Antioxidant.

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. Make it your first New Year's resolution.



The antioxidant power of our 8oz juice.

POMx: Ultra-potent. Hangover-free.

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. Cheers.

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.



Our bottle. Your health.

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 IMT⁶ (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/n3
Use discount code: N330

*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 3/31/10 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 or 1-888-766-7455. Not valid on POMx Trial or other POM products.



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. ³46 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 subjects aged 65-75 years with severe atherosclerosis drank 8oz 100% pomegranate juice daily for one year. ©2010 Pom Wonderful LLC. All rights reserved. POM Wonderful, POMx and Antioxidant Superpower are trademarks of Pom Wonderful LLC. PP2009

Figure 31

TAKE OUT A LIFE INSURANCE SUPPLEMENT.



Antioxidants? We've got you covered.

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. (Just the way insurers like you to be.)



The Antioxidant Superpill.™



POMx. Now that's a plan.

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.

Get the maximum benefits.

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*, 2006.^{1,2,3}

Additional preliminary study 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*, 2005.^{1,2,4}

\$32 million in medical research. No deductible.

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.

FREE ONE MONTH TRIAL



We'll even pay for the shipping.*

Order Now: 888-766-7455 or pompills.com/t Use discount code: T30

*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 6/30/10 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 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. ³46 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. ©2010 PomWonderful LLC. All rights reserved. POM Wonderful, POMx and Antioxidant Superpill are trademarks of PomWonderful LLC. PP3219

TAKE OUT A LIFE INSURANCE SUPPLEMENT.



Antioxidants? We've got you covered.

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. (Just the way insurers like you to be.)



The antioxidant power of our 8oz juice.

POMx. Now that's a plan.

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.™

\$34 million in medical research. No deductible.

POMx is made from the only pomegranates backed by \$34 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.

Get the maximum benefits.

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*, 2006.^{1,2,3}

An additional preliminary study 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*, 2005.^{1,2,4}

Try POMx Monthly
FREE for
ONE MONTH.



We'll even pay for the shipping*.

Order Now: 888-766-7455
or pompills.com/sm Use discount code: SM30

*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 10/31/10 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 modify or discontinue this promotion. change the product price or change the shipping charge at any time. Valid only at pompills.com or 1-888-766-7455. Not valid on POMx Trial or other POM products. Credit or debit card required.



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. ³46 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. ©2010 PomWonderful LLC. All rights reserved. POM Wonderful, POMx and Antioxidant Superpill are trademarks of PomWonderful LLC. PP5930

Figure 32

24 SCIENTIFIC STUDIES NOW IN ONE EASY-TO-SWALLOW PILL.



Antioxidants 101.

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. It's just that simple.



The Antioxidant Superpill.™

Complicated studies. Simplified.

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*, 2006.^{1,2,3}

Additional preliminary study 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*, 2005.^{1,2,4}



The antioxidant power of our 8oz juice.

POMx is powerful. Naturally.

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.

\$32 million in medical research. Science. Not fiction.

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.

Try POMx Monthly
FREE for
ONE MONTH.

We'll even pay for the shipping.*



Order Now: **888-766-7455**
or pompills.com/mh Use discount code: MH30

*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 8/31/10 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 or 1-888-766-7455. Not valid on POMx Trial or other POM products.



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. ³46 men with rising PSA after surgery or radiotherapy drank 8oz 100% pomegranate juice daily for two years. ⁴25 patients with coronary heart disease and myocardial ischemia drank 8oz 100% pomegranate juice daily for three months. ©2010 PomiWonderful LLC. All rights reserved. POM Wonderful, POMs and Antioxidant Superpill are trademarks of PomiWonderful LLC. PP3275

24 SCIENTIFIC STUDIES. NOW IN ONE EASY-TO-SWALLOW PILL.



Antioxidants 101.

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. It's just that simple.



The antioxidant power of our 8oz juice.

POMx is powerful. Naturally.

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.™

\$34 million in medical research. Science. Not fiction.

POMx is made from the only pomegranates backed by \$34 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.

Complicated studies. Simplified.

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*, 2006.^{1,2}

Additional preliminary study 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*, 2005.^{1,2,4}

Try POMx Pills **FREE**
FOR ONE MONTH

when you sign up for
POMx Monthly delivery.*

Cancel Anytime.

Order Now: 888-766-7455
or pompills.com/t Use discount code: T30

*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 7/31/10 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 modify or discontinue this promotion at any time without notice. We reserve the right to change the shipping charges at any time. Valid only at pompills.com or 1-888-766-7455. Not valid on POMx Trial or other POM products. Credit or debit card required.



1. Pantuck AJ, et al. Pomegranate polyphenols: novel chemopreventive agents for prostate cancer. *Clinical Cancer Research*, 2006; 12(12):3603-3610. 2. Ornish D, et al. Pomegranate polyphenols: novel chemopreventive agents for prostate cancer. *Clinical Cancer Research*, 2006; 12(12):3603-3610. 3. Ornish D, et al. Pomegranate polyphenols: novel chemopreventive agents for prostate cancer. *Clinical Cancer Research*, 2006; 12(12):3603-3610. 4. Ornish D, et al. Pomegranate polyphenols: novel chemopreventive agents for prostate cancer. *Clinical Cancer Research*, 2006; 12(12):3603-3610.

Figure 33

THE ONLY ANTIOXIDANT SUPPLEMENT RATED X.



Always use protection.

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.



The Antioxidant Superpill.™



The antioxidant power of our 8oz juice.

POMx. Super-potent. Like you.

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.

\$32 million in research. We're not just playing doctor.

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 erectile, prostate and cardiovascular health.



Is that POMx in your pocket?

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.

In a preliminary study on erectile function, men who consumed POM Juice reported a 50% greater likelihood of improved erections as compared to placebo. "As a powerful antioxidant, enhancing the actions of nitric oxide in vascular endothelial cells, POM has potential in the management of ED... further studies are warranted." *International Journal of Impotence Research*, '07.^{1,2,3}

An initial UCLA study on our juice found hopeful results for prostate health, reporting "statistically significant prolongation of PSA doubling times." *Clinical Cancer Research*, '06.^{1,2,4}

A preliminary study on our juice showed promising results for heart health. "Stress-induced ischemia (restricted blood flow to the heart) decreased in the pomegranate group." *American Journal of Cardiology*, '05.^{1,2,5}

Try POMx Pills **FREE**
FOR ONE MONTH

when you sign up for
POMx Monthly delivery.*
(cancel anytime)

Order Now: **888-766-7455**
or pompills.com/adv Use discount code: **ADV30**

*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 9/30/10 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 modify or discontinue this promotion, change the product price or change the shipping charge at any time. Valid only at pompills.com or 1-888-766-7455. Not valid on POMx Trial or other POM products. Credit or debit card required.



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 53 men with mild/moderate erectile dysfunction drank 8oz 100% pomegranate juice daily for one month. ⁴ 46 men with rising PSA after surgery or radiotherapy drank 8oz 100% pomegranate juice daily for two years. ⁵ 45 patients with coronary heart disease and myocardial ischemia drank 8oz 100% pomegranate juice daily for three months. ©2010 Pom Wonderful LLC. All rights reserved. POM Wonderful, POMx and Antioxidant Superpill are trademarks of Pom Wonderful LLC. PP3423

THE ONLY ANTIOXIDANT SUPPLEMENT RATED X.



Always use protection.

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.



The Antioxidant Superpill.™

Is that POMx in your pocket?

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.

In a preliminary study on erectile function, men who consumed POM Juice reported a 50% greater likelihood of improved erections as compared to placebo. "As a powerful antioxidant, enhancing the actions of nitric oxide in vascular endothelial cells, POM has potential in the management of ED... further studies are warranted." *International Journal of Impotence Research*, '07.^{1,2,3}

An initial UCLA study on our juice found hopeful results for prostate health, reporting "statistically significant prolongation of PSA doubling times." *Clinical Cancer Research*, '06.^{1,2,4}

A preliminary study on our juice showed promising results for heart health. "Stress-induced ischemia (restricted blood flow to the heart) decreased in the pomegranate group." *American Journal of Cardiology*, '05.^{1,2,5}



The antioxidant power of our 8oz juice.

\$34 million in research. We're not just playing doctor.

POMx is made from the only pomegranates backed by \$34 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 erectile, prostate and cardiovascular health.



POMx. Super-potent. Like you.

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.

Try POMx Monthly **FREE** for ONE MONTH

We'll even pay for the shipping.*



Order Now: 888-766-7455 or pompills.com/ga Use discount code: GA30

*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 9/30/10 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 modify or discontinue this promotion. change the product price or change the shipping charge at any time. Valid only at pompills.com or 1-888-766-7455. Not valid on POMx Trial or other POM products. Credit or debit card required.



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 53 men with mild/moderate erectile dysfunction drank 8oz 100% pomegranate juice daily for one month. ⁴ 46 men with rising PSA after surgery or radiotherapy drank 8oz 100% pomegranate juice daily for two years. ⁵ 45 patients with coronary heart disease and myocardial ischemia drank 8oz 100% pomegranate juice daily for three months. ©2010 PomWonderful LLC. All rights reserved. POM Wonderful, POMx and Antioxidant Superpill are trademarks of PomWonderful LLC. PP3249