



FOR IMMEDIATE RELEASE

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SunRype Celebrates 70 Years

KELOWNA, BC. - Sun-Rype Products Ltd. ("SunRype" or the "Company") is pleased to announce it is celebrating its 70th anniversary this year with a campaign that includes TV, online, radio, outdoor, sampling, and social media. Consumers visiting SunRype's Facebook page will be able to enter the 70th Anniversary contest for a chance to win great monthly prizes, while sharing their stories about the iconic Canadian brand.

"We love hearing from consumers about how they grew up with SunRype, and how we are still a part of families today. We are really proud of our longstanding Canadian heritage," says President and CEO Dave McAnerney. "There aren't many Canadian brands on the market and we think our success is attributable to the fact that we have continued to innovate with healthy products that meet the needs of today's busy, active consumers." SunRype still operates in the heart of BC's Okanagan Valley, where the Company first launched its flagship 100% pure, not from concentrate Blue Label Apple Juice. Still the #1 selling apple juice in all of Canada, the Company has brought out a special edition 'retro' pack of the 1L juice based on the original design from 1979. Since its start in 1946, the Company has branched out from apple juice into a wide range of flavours including fruit and veggie juice combinations, a number of low calorie, low sugar options, as well as snacks. "And there's a lot more to come in 2016," notes McAnerney, "including the launch of a line of iced teas, and a unique new tomato and mango juice called Tomango. We're also transforming our range of fruit and snack bars – including Fruit to Go, FruitSource, Energy bars and newly launched Fruit & Chia– to be completely 'Gluten Free, Nut Free and Vegan'."

At the heart of the brand is families and community, and the Company believes strongly in giving back. Over the years, SunRype has supported many worthwhile causes including JDRF (Juvenile Diabetes Research Foundation), the Heart and Stroke Foundation, and various charities in support of people with autism. As the title sponsor of the SunRype TriKids Triathlon Series, a national race series for kids, the Company encourages families to be active. "The TriKids philosophy is 'complete, not compete' and it fits perfectly with our vision at SunRype of helping people live healthier lives. We are excited about how our brand and products can continue to play a role in making that a reality for consumers of today and tomorrow," says McAnerney.

About the Company

Sun-Rype Products Ltd., based in Kelowna, BC, is a manufacturer and marketer of food and beverage products.

SOURCE Sun-Rype Products Ltd.

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