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## *news release*

**FOR IMMEDIATE RELEASE**

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## **Sunkist Growers Launches National “Peel Away the Pounds” Promotion with “The Biggest Loser”**

*Sweepstakes Offers Consumers Chance to Win Trip to The Biggest Loser Resort with Purchase of Sunkist® Lemons and Grapefruit*

**January 29, Sherman Oaks, Calif.**...Sunkist is kicking off 2014 with a promotion to help consumers “peel away the pounds!” Teaming up with NBC’s hit series, “The Biggest Loser,” Sunkist is launching a national sweepstakes offering consumers a chance to win one of two trips to The Biggest Loser Resort, an award-winning immersive weight loss program with locations in Chicago, Ivins, Utah, Malibu, Calif. and Niagara, N.Y.\* The agreement between Sunkist and “The Biggest Loser” was licensed by NBCUniversal Television Consumer Products and Shine America.

“The beginning of a new year is the perfect time to commit to healthier choices,” said Sunkist Director of Retail Marketing Julie DeWolf. “Sunkist is excited to be joining forces with ‘The Biggest Loser’ this year to offer consumers motivation to live a healthier lifestyle and help curb the obesity epidemic in our country.”

The sweepstakes, which runs from January 10 through May 21, 2014, will be promoted with specially marked Sunkist® lemon and grapefruit packaging featuring “The Biggest Loser” logo and information about the health and wellness benefits of citrus. Consumers can enter the sweepstakes online at [www.PeelAwayThePounds.com](http://www.PeelAwayThePounds.com), access information on healthy living and find a forum to connect with other like-minded individuals for support, motivation and ideas for living a healthier lifestyle.

The promotion is focused on Sunkist lemons and grapefruit, varieties known for their versatility and weight loss benefits.

Squeezing fresh lemon into your water adds flavor and Vitamin C, helping you stay hydrated and healthy. By replacing high calorie drinks with lemon water, you’ll be cutting back the number of calories you consume which can aid weight loss. As a result, Sunkist has branded lemon water The Ultimate Diet Drink®. Find out more about using fresh lemons in your water at <http://www.sunkist.com/healthy/ultimate-diet-drink.aspx>.

Grapefruit is a nutrient-packed superfood, providing antioxidants, vitamins and minerals that promote heart health, healthy skin and may reduce the risk of certain cancers<sup>1, 2</sup>. Studies have shown that this superfruit also plays a supporting role in healthy weight loss<sup>3</sup>. For more information about the health and weight loss benefits of grapefruit, check out Sunkist's online brochure:

[http://www.sunkist.com/pdfs/sunkist\\_grapefruit\\_brochure.pdf](http://www.sunkist.com/pdfs/sunkist_grapefruit_brochure.pdf).

"The Biggest Loser" airs Tuesdays on NBC (8 pm ET). The show is a production of Shine America and 25/7 Productions.

#### **About NBCUniversal Television Consumer Products Group**

NBCUniversal is a leader in providing entertainment programming to the domestic and international marketplaces. NBCUniversal Television Consumer Products Group manages all global ancillary television business endeavors for the NBC Entertainment and Catalog portfolio, including third-party home entertainment distribution, consumer products, musical soundtracks, special markets projects and [www.nbcuniversalstore.com](http://www.nbcuniversalstore.com). For the latest product updates and an overview of the properties managed by the group, visit the NBCUniversal Television Consumer Products portal at <http://nbcuconsumerproducts.com>.

#### **About Shine America**

Shine America is a world leader in producing and distributing compelling scripted and unscripted television and digital content. Shine America is known for popular and award-winning original series including *The Biggest Loser* and *The Face*, as well as adaptations of Shine Group formats such as *MasterChef*, *MasterChef Junior*, *Minute to Win It* and the upcoming series *Slide Show*, as well as scripted series including *The Bridge* and upcoming *Gracepoint*. Shine America incorporates several divisions including unscripted format label Ardaban and Shine Latino, which develops and distributes original Spanish-language content to the U.S. marketplace. The company also has a joint-venture with award-winning producer Nigel Lythgoe (Nigel Lythgoe Productions). The global Shine 360° division builds brands through the leveraging of its intellectual property and creating integrated marketing opportunities for advertisers. The company has also developed over 20 ground-breaking original online series on MSN, Yahoo!, YouTube premium channels and other platforms, many produced in partnership with global brands. Through Shine Group's distribution arm, Shine International, Shine America distributes its extensive library of programming and formats to more than 150 countries. Visit [www.shineamerica.com](http://www.shineamerica.com) for further information.

#### **About The Biggest Loser Resort**

Since 2009, The Biggest Loser Resort has provided programs that encourage and empower people to lose weight and achieve balance in their lives through a strategic combination of fitness, nutrition, education, relaxation and extraordinary camaraderie. Compassionate, world-class trainers and nutritional staff have helped many resort guests build endurance, know their bodies' unique cues and triggers and transform their relationships with food in a safe, supportive environment. The Biggest Loser is a registered trademark and copyright of NBC Studios, LLC. & Reveille LLC. Licensed by NBCUniversal Television Consumer Products Group 2014. All rights reserved.

**\*NO PURCHASE NECESSARY.** Void where prohibited. Legal residents of the 50 U.S. and D.C. who are above the age of majority in their state of residence. Begins 1/10/2014 at 12:00:01 AM ET and ends 5/31/2014 at 11:59:59 PM ET. Limit 50 entries per person. To enter, and for full Official Rules and prize details, go to [www.peelawaythepounds.com](http://www.peelawaythepounds.com). Sponsor: Sunkist Growers Inc.

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*Sunkist Growers is a citrus marketing cooperative, founded in 1893,  
which is owned by and operated for thousands of family farmers growing citrus in California and Arizona.*

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2. Hahn-Obercyger M, Stark AH, Madar Z. Grapefruit and oroblanco enhance hepatic detoxification enzymes in rats: possible role in protection against chemical carcinogenesis. *J Agric Food Chem*. 2005 Mar 9;53(5):1828-32. PubMed PMID: 15740081. <http://www.ncbi.nlm.nih.gov/pubmed/15740081>

3. 1: Fujioka K, Greenway F, Sheard J, Ying Y. The effects of grapefruit on weight and insulin resistance: relationship to the metabolic syndrome. *J Med Food*. 2006 Spring;9(1):49-54. PubMed PMID: 16579728.

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