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Michelle's Miracle, Inc. Announces New Product Introduction

Leading Tart Cherry Nutraceutical Manufacturer Develops Wide Range of New Product Applications

Leland, Michigan – August 23, 2010 – Michelle's Miracle, a leading producer of tart cherry nutraceutical products, announced the first in a series of new products to be launched during the second half of 2010. The new product, **Michelle's Miracle Tart Cherry Concentrate Joint Formula**, delivers a minimum of 400 mg of anthocyanins, **two times** more than its Original Formula.

Michelle's Miracle Tart Cherry Concentrate Joint Formula is a proprietary blend of tart cherry concentrate; Michigan honey, cultivated and harvested from the bees that pollinate our tart cherry trees; and Ceylon cinnamon. Known as "true cinnamon", Ceylon cinnamon is an ancient spice with known anti-inflammatory properties.

Like Michelle's Miracle Original Formula, Michelle's Miracle Tart Cherry Concentrate Joint Formula has no preservatives, no additives, no food coloring, no sugar added and is GMO-free. Michelle's Miracle® begins by using only the best tart cherries. Then, through our special CherryChill™ process, the fresh-picked cherries are cold-packed and flash-pasteurized to preserve the rich flavor and potency of the cherries.

Each ounce of Michelle's Miracle® Joint Formula Tart Cherry Concentrate contains a minimum of 400 mg anthocyanins, 202 mg potassium and only 15 mg sodium. Tart cherries contain beta-carotene (vitamin A), 19 times the beta-carotene of blueberries and strawberries. Cherries also contain vitamins C and E, and provide magnesium, iron, folate and fiber.

Recommended serving one ounce per day mixed with water or your favorite beverage or go to our recipe section to learn about delicious ways to enjoy Michelle's Miracle®. Try some of our recipes in the recipe section of our website (www.michellesmiracle.com). Always fresh from the farm to the bottle!



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Michelle's Miracle Inc is a privately held Delaware corporation based in Leland, Michigan, the tart cherry capital of North America. Michelle's Miracle manufactures and sells branded and private label tart cherry nutraceutical products to wholesale, retail and ecommerce customers around the world. Michelle's Miracle unique product characteristics include proprietary formulations, proprietary manufacturing processes, and exclusive long shelf-life packaging. For more information, please see the company website. www.michellesmiracle.com.