New Packaging Technique Increases Quality and Preserves the Smooth Taste and Health Benefits of Cactus Juice

The Associated Press

HARBIN, China--(BUSINESS WIRE)--Feb 23, 2012-- China Kangtai Cactus Biotech Inc. ("China Kangtai") (OTCBB: CKGT), a vertically integrated grower, developer, manufacturer and marketer of a variety of cactus-based products in China, announced today it is launching a new, improved cactus juice product. The refreshing new juice will be known as "Xian Wei" cactus juice, which China Kangtai anticipates will be available through its national distributor network beginning in April 2012. The company said the launch would be supported by a strong marketing campaign.

The company decided to launch this new cactus juice beverage after having conducted extensive consumer testing. The new cactus juice product is expected to completely replace the company's current juice product when launched.

China Kangtai CEO Jinjiang Wang said, "Cactus juice has been a popular, long time product for our company and it is widely accepted by consumers. However, the beverage market is competitive and we need to be proactive in order to grow market share as we further expand to new consumer levels. We believe our new cactus juice will create a valuable new revenue stream and will further enhance the value of our company's brand." In addition to juice, the company's beverage line also includes cactus-based wine. Through the first nine months of 2011, China Kangtai reported $6.0 million in cactus beverage sales, representing approximately 21% of its total sales for that period.

Cactus juice contains several important amino acids and minerals that the human body needs every day. Some research indicates that nutrients in cactus extract may help dissolving triglycerides in the blood that in turn reduces the chances of cardiovascular disease. Various research reports also suggest that cactus contains several antioxidants which associates with cancer-fighting and anti-aging functions.

A newly developed aseptic packaging technique reduces potential oxygen exposure that could result in the loss of vitamin C during processing.

The new technique also improves the taste of the new cactus juice product to make it taste lighter and smoother than the company's current product and will result in lower processing costs.

About China Kangtai Cactus Biotech, Inc.

China Kangtai Cactus Biotech, Inc. is a leading grower, developer, producer, and marketer of cactus-derived products, including nutraceuticals, health and energy

drinks, wine, extracts and powders, cigarette and animal feed. China Kangtai controls over 387 acres of plants and maintains an active R&D group that holds 18 product patents and is seeking another 12. China Kangtai's high-quality "green" products are sold throughout China via a distribution network that covers 12 of China's 23 provinces and two of China's four municipalities. More information may be found at http://www.biocactus.com or via e-mail: chinakangtai@gmail.com.

China Kangtai's online investor kit, including an investment profile, press releases, current price quotes, stock charts and more is available at http://www.hawkassociates.com/profile/ckgt.cfm. To subscribe to future releases via e-mail alert, visit http://www.hawkassociates.com/about/alert/.

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