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PRESS RELEASE

**Upcoming Episode of Innovations with Ed Begley, Jr.,
Airing Thursday, November 17, 2016**

*DMG Productions explores advancements in technology
across an array of industries*

Jupiter, FL— DMG Productions is proud to announce the upcoming airing of Innovations with Ed Begley, Jr., scheduled to broadcast Thursday, November 17, 2016 at 7:30aET/7:30aPT via Discovery Channel.

The show will educate viewers on FruitWorx[®], a new, real fruit ingredient made from Welch's own Concord or Niagara grapes, which is a result of its partnership with Taura Natural Ingredients. FruitWorx[®] inclusions are created using URC[®] (Ultra Rapid Concentration), a unique technology that concentrates the natural goodness of Welch's grape juices and purees into versatile pieces, flakes and bites that can be used by manufacturers for variety of applications. This innovative technology has given Welch's the opportunity to take the taste and nutrition of its unique grapes beyond 100% juice to products such as snack bars, bakery products, confectionary and breakfast cereals for the first time.

"We are excited and privileged that FruitWorx[®] will be featured in such a popular and well respected show, aired via what is one of the world's most interesting and famous TV channels," commented Wayne Lutomski, Vice President International & Welch's Global Ingredients Group. "The development of FruitWorx[®] means that Welch's iconic Concord and Niagara grapes can now be taken 'outside the bottle' and used in a range of food products. It's a fantastic story and we're thrilled that it will be told by Innovations with Ed Begley, Jr."

"Technology is constantly changing, and with it, bringing new developments and advancements every day," said Michael Devine, Senior Producer for the Innovations series. "This episode is sure to enlighten and entertain."

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About Welch's Global Ingredients Group

Established in 2014 as a division of Welch's Food Inc, Welch's Global Ingredients Group offers grape juice expertise and solutions to companies across the globe. Our primary ingredients include Concord and Niagara grape single-strength juices, juice concentrates and purées made in the USA, as well as a range of powders and fruit bites. Our sales territories are North, Central and South America; Asia, with special emphasis in Japan, Korea and China; and EMEA. In EMEA and China we operate through our distribution partner, WILD.

Welch's is the processing and marketing subsidiary of the National Grape Cooperative. Located across America and in Ontario, Canada, the cooperative's approximately 1,000 family farmers own the company and grow the delicious and inherently healthy Concord Grape used in Welch's juices and other grape-based products. Welch's is committed to research and development that will meet the growing demand for products that address consumers' health and nutrition needs. Welch's products are sold throughout the United States and in approximately 40 countries around the globe. Welch's is an Equal Opportunity Employer – Minorities/Female/Disabled/Veterans. For more information, visit www.welchs.com.

About Innovations & DMG Productions:

Innovations, hosted by award winning actor Ed Begley, Jr., is an information-based series geared toward educating the public on the latest breakthroughs in all areas of society. Featuring practical solutions and important issues facing consumers and professionals alike, Innovations focuses on cutting-edge advancements in everything from health and wellness to global business, renewable energy, and more.

DMG Productions (responsible for creating the Innovations show) includes personnel specialized in various fields from agriculture to medicine, independent films to regional news and more. Our field producers work closely with experts in the field to develop stories. This powerful force enables us to consistently produce commercial-free, educational programming that both viewers and networks depend on.

For more information visit: www.InnovationsTelevision.com or contact Michael Devine at: (866) 496-4065 x 824 or via email at: Michael@innovationstelevision.com.