



SunOpta Announces Launch of Updated Company Website

TORONTO, Dec. 12, 2011 (GLOBE NEWSWIRE) -- SunOpta Inc. ("SunOpta" or "the Company") (Nasdaq:STKL) (TSX:SOY), a leading global company focused on natural, organic and specialty foods, today announced the launch of its updated company website, www.sunopta.com.

The website has been designed to be easier to use and navigate and focuses on the different natural and organic food products and services offered by each of the Company's operating groups to its customers and other stakeholders. With a clean, crisp design, it targets to provide visitors with a comprehensive understanding of SunOpta, its goals and accomplishments and the role that it plays in "bringing well-being to life."

Each of the Company's operating groups has its own site within www.sunopta.com and there is also an Investor Relations website and a Corporate Social Responsibility website.

"I am very proud of the upgrade to our website and the entire team who have worked so hard to develop it over the past year," commented Steve Bromley, President and CEO of SunOpta Inc. "I am confident that our stakeholders will find it informative, and that it will allow visitors to better understand our company and how we contribute to the natural and organic foods sector."

We invite you to visit www.sunopta.com to explore how SunOpta is "bringing well-being to life".

About SunOpta Inc.

SunOpta Inc. is a leading global company focused on natural, organic and specialty foods products. The company specializes in sourcing, processing and packaging of natural and organic food products, integrated from seed through packaged products; with a focus on strategically vertically integrated business models. The Company's core natural and organic food operations focus on value-added grains, fiber and fruit based product offerings, supported by a global infrastructure. The company has two non-core holdings, a 66.4% ownership position in Opta Minerals Inc., listed on the Toronto Stock Exchange, a producer, distributor, and recycler of environmentally friendly industrial materials; and a minority ownership position in Mascoma Corporation, an innovative biofuels company.

The SunOpta Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=3958>

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