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Contact: Brianna Gallett or Rachel Gutierrez at Kohnstamm Communications 651/228-9141

Virgil's Adds Black Cherry Cream Soda to Premium Soda Line-Up

JUNE 26, 2006 (El Segundo, Calif.) -- Reed's, Inc., has introduced a Black Cherry Cream Soda to its all-natural line of Virgil's Root Beer and Virgil's Cream Soda. This new flavor was created in response to growing consumer demand for all-natural beverages that incorporate authentic vanilla and fruit flavors.

According to data from Information Resources, Inc.'s (IRI) Pacesetters reports tracking top selling products introduced both in 2004 and 2005, sodas containing cherry and vanilla flavor combinations were among the top five consumer beverage choices. Recent IRI reports also note growing consumer interest in achieving healthier eating goals and integrating more natural products into the daily diet.

The new Virgil's Black Cherry Cream Soda was developed by Reed's to quench consumers' thirst for authentic, all-natural fruity flavors. Virgil's Black Cherry Cream Soda is made naturally, using the finest black cherry flavoring, unrefined cane sugar and vanilla beans from Madagascar. Like Virgil's Root Beer and Cream Soda, the new Black Cherry Cream Soda contains no artificial ingredients, caffeine or preservatives. Virgil's brews and flash pasteurizes authentic ingredients from around the world to insure the purest quality.

"Our two cream sodas are made with an innovative fusion of all-natural ingredients and the finest bourbon vanilla that has earned Virgil's several awards and a large following," said Chris Reed, CEO of Reed's, Inc. "We continue to travel the world over to find the richest, most authentic ingredients and are excited to add a Black Cherry Cream Soda to meet the needs of consumers who can't seem to get enough of our original cream soda and want more variety."

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Originally made in the north of England, Virgil's premium root beer is now produced in the United States and Germany by Reed's, Inc. Reed's acquired Virgil's from Crowley Beverage Company in 1999 when creator Ed Crowley retired. At that time, according to Reed, Virgil's offered an award-winning root beer, and Reed's made the best-tasting ginger brew. "It was a perfect marriage," added Reed. According to recent data from Spence Information Services (SPINS), Reed's Ginger Brews and Virgil's Root Beer currently hold three of the top ten positions based on dollar sales among all beverages in the natural foods industry.

Virgil's Root Beer won the "Outstanding Beverage" award at the National Association for Specialty Food Trade's International Fancy Food Show three times and was recognized by *Bon Appetit* magazine as a "Best Beverage" in 1989. Reed's added the original Cream Soda to the Virgil's line in January 2004. Virgil's products are also served at the Getty Center in Los Angeles, Fox Studios and other locations around Los Angeles.

Virgil's Black Cherry Cream Soda is available in colorful four-packs and has a suggested retail price of \$5.99. Virgil sodas and Reed's Ginger Brews are available at supermarkets, delis, natural foods and gourmet stores internationally. Reed's produces extraordinary ginger beverages and confections using very old-fashioned, natural methods and wholesome, fresh ingredients. Visit <http://www.reedsgingerbrew.com> or call (800) 99-REEDS for more information.

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For more information, samples or images, please contact Brianna Gallett or Rachel Gutierrez at (651) 228-9141.