

FOR IMMEDIATE RELEASE



DRY SODA GOES INTERNATIONAL

Modern alternative soda company crosses the northern border with distribution agreements covering Canada

SEATTLE (August 25, 2008) – DRY Soda Co. announces its expansion internationally after formalizing new distribution agreements with Canadian Choice Wholesalers (CCW) and Horizon Distributors in Western Canada and Les Aliments Unique / Unique Foods in Eastern Canada. With these three distributors in place, DRY Soda will be available across all of Canada's provinces.

"We have had so much interest from Canadian retailers and customers, I am pleased that we'll now be able to service them," said DRY Founder and CEO Sharelle Klaus. "Canada is a natural extension for DRY. These distributors share common goals, broad reach, and a focus on high-end and organic products. I look forward to seeing DRY's success north of the border."

DRY has launched chain-wide at eight Choices Markets, nine Planet Organics, and the British Columbia Whole Foods Markets. Bento Nouveau will begin carrying DRY in Eastern Canada.

DRY is non-caffeinated and all-natural, flavored with fruit or herb extracts and a small amount of pure cane sugar. Each bottle of DRY contains only 50 to 70 calories, compared to the average 150 calories in traditional soft drinks.

As a mother of four young children and food lover, Klaus realized that there was a need for a sophisticated beverage that was lightly sweet and non-alcoholic. She envisioned a drink that serves the same purpose for many people as wine – either as a great pairing with food or as a refreshment on its own. From that idea DRY Soda was born.

DRY is currently available in kumquat, lavender, lemongrass and rhubarb flavors, in individual 12-ounce glass bottles and 4-packs. In the United States, DRY is available nationwide at select Whole Foods Markets, and in specialty food and retail stores, fine hotels and resorts as well as celebrated restaurants such as French Laundry in Napa, CRAFT in Los Angeles, and Crush in Seattle.

About DRY Soda

Seattle-based DRY Soda Co. is the modern alternative in refreshment offering a line of sparkling beverages with all-natural flavors and a less-sweet profile. With 50-70 calories per bottle, DRY Soda is an ideal caffeine-free accompaniment to a fine meal or simple refreshment. DRY is available nationwide in natural and specialty retail stores, fine restaurants and hotels and online. For more information about DRY Soda, please visit www.drysoda.com or the DRY Soda Tasting Room and Company Store at 410 First Ave. S in Seattle.

###

Media Contact: Abby Calvo
Tel: (206) 652-2345 ext. 105 / Cell: (206) 605-2976
abby@drysoda.com

refined flavor / lightly sweet / all natural

DRY
www.drysoda.com
SODA CO: 410 First Avenue South / Seattle, WA 98104
T 206.652.2345 / F 206.652.8284