

FOR IMMEDIATE RELEASE

DRY SODA SHOWS STRENGTH IN 2009

New distributors, retail outlets and marketing efforts drive sales

SEATTLE - DRY Soda's sales, distribution, and reach have increased significantly throughout 2009, even amongst economic downturn and a decrease in demand for traditional CSDs.

Recent placements in Coffee Bean and Tea Leaf, Dean and DeLuca, Fred Meyer, Fry's, Kroger Southwest, H-E-B and Jewel-Osco are helping DRY meet the escalating demand for a modern alternative to over-sweetened carbonated beverages. Veteran accounts such as QFC, Metropolitan Markets and Whole Foods have shown impressive year-over-year rises in sales volume, proving DRY's concept in both traditional and specialty retail outlets.

On-premise sales continue to grow as chefs and mixologists in accounts such as Canlis, The French Laundry and the SLS Hotel Beverly Hills use DRY as a sophisticated non-alcoholic beverage for pairing and as a key ingredient in signature cocktails.

New distribution partners from 2009 include DiCarlo (NY), Crescent Crown (AZ), and Gourmet Purveyors International (CA).

"The market is really starting to catch up with DRY's concept of using much less sugar and far fewer ingredients," says DRY Soda Founder and CEO, Sharelle Klaus. "Health advocates and policy makers are now pushing for beverages that are both less sweet and all-natural, while customers are wanting more adventurous culinary options. This combination creates a double-sided demand for DRY Soda." May 2009 marked the launch of DRY's least caloric flavor, 45-calorie Cucumber DRY Soda, which is now placed on store shelves and restaurant menus across North America.

Marketing efforts in 2009 included partnerships with premier chefs, the launch of Facebook and Twitter campaigns, maintaining vital media relationships, and selective product seeding, which heightened brand awareness nationwide. Last year alone, DRY was available at the New York Food and Wine Festival, the Dubai International Film Festival, the Golden Globes and numerous other celebrity and culture driven events. Key press included features on the Food Network's "Unwrapped," and in *Details Magazine*, *Every Day With Rachel Ray*

Magazine and Food Network Magazine.

“Especially in the second half of this year, we’ve earned so many new placements and distributor partners and have heard so much buzz about DRY. We’re very excited to further capitalize on it all in 2010,” states Klaus.

About DRY Soda

Seattle-based DRY Soda Co. offers a modern alternative in refreshment – a line of lightly sweet sparkling sodas flavored with all-natural fruit, flower and herb extracts. With 45-70 calories and just four ingredients per bottle, DRY Soda is the ideal beverage to sip on its own, pair with a great meal or mix into a cocktail. All seven flavors are caffeine-free, vegan, gluten-free, sodium-free, and OU certified kosher. DRY is available throughout the US and Canada in traditional and specialty retail stores, fine restaurants, hotels, and online. For more information about DRY Soda, visit www.drysoda.com or the DRY Soda Tasting Room at 410 First Avenue South in Seattle.

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***Artwork available upon request**

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