



FOR IMMEDIATE RELEASE

## **DRY SODA CO. NAMES NEW CHIEF FINANCIAL OFFICER Darin White appointed to the executive team of modern alternative soda**

**SEATTLE (November 5, 2007)** – DRY Soda Co. announces the appointment of Darin White as chief financial officer, bringing more than 15 years of entrepreneurial financial experience. Most recently, White served as vice president of finance and corporate secretary for Celebrate Express, Inc., an \$85 million public company providing direct to consumer celebration products for families with children.

“Darin will be a critical member of DRY’s executive team,” said Sharelle Klaus, founder and CEO of DRY Soda. “His financial experience and acumen with large and growing companies will help further DRY’s reach as we delve deeper regionally and continue with our plan to expand nationwide.”

As chief financial officer, White will be responsible for creating and implementing DRY Soda’s financial and operational strategy, managing financial personnel and serving as a key partner on the executive team. In addition, he will be directly responsible for human resources, information systems and office management. White began his career at Deloitte & Touche LLP, where he served for three years as a senior accountant for a variety of engagements including Nordstrom and several financial institutions. From 1997 to 1999, he served as the Northwest division controller at Corporate Express, provider of business-to-business essential office and computer products. Prior to Celebrate Express, Inc., White spent two years at Amazon.com as a senior financial analyst.

White graduated cum laude from Central Washington University with a Bachelor of Science degree in accounting. He currently lives in Marysville, Wash. with his wife Jodie and son Max.

### ***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 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 in the Western United States in specialty food stores, fine restaurants and hotels and nationally online. For more information about DRY Soda, please visit [www.drysoda.com](http://www.drysoda.com).

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**\*Headshot available upon request**

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refined flavor / lightly sweet / all natural