



FOR IMMEDIATE RELEASE

**FORMER RED BULL NORTH AMERICA CEO NAMED  
TO DRY SODA BOARD OF DIRECTORS**  
**Dan Ginsberg, former CEO of Red Bull, NA joins Seattle-based soda  
company board**

**SEATTLE (May 29, 2007)** – Dan Ginsberg, former chief executive officer of Red Bull North America, has agreed to sit on DRY Soda Co.'s Board of Directors. Ginsberg joins current board members Stan Baty, CEO of Corus Estates & Vineyards, Sharelle Klaus, founder and CEO of DRY Soda and Paul Shipman, president and CEO of Redhook Ale Brewery.

After six years as CEO, providing strategic leadership in all aspects of the Red Bull brand, Ginsberg announced his decision to move on in April. Under his leadership, Red Bull realized five-fold sales gains and commensurate profit gains as well as complete build-out distribution in all traditional and nearly all non-traditional channels in every U.S. market.

Prior to Red Bull, Ginsberg served as president of western regions at NW Ayer and Cunningham & Walsh where he worked with clients such as Toshiba, Yamaha, Continental Airlines, Burger King and others. From there he founded and served as managing partner in the award-winning advertising agency, dGWB. In 1996, he sold his company to serve as chief marketing officer for Hardee's Food Systems. During his three-year tenure, the brand's performance increased at all levels.

"Dan is an important addition to the board of directors," said Sharelle Klaus, founder and CEO of DRY Soda. "His advice and experience will be invaluable to DRY and help catapult our brand to the next level. I look forward to all we can accomplish together."

"DRY Soda strikes me as some signature brands before it; a beverage that defines its own category," said Ginsberg. "It is a great compliment to me by DRY's Board and Sharelle Klaus to be asked to be part of what I know will be great success."

DRY Soda is all natural, non-caffeinated, flavored with extracts of fruit and herbs, and sweetened with a small amount of pure cane sugar. As a food lover and entrepreneur, Klaus believed there was a need for a less-sweet, all-natural beverage than what was currently on the market. She developed four epicurean soda flavors with kumquat, rhubarb, lemongrass and lavender -- taking inspiration from her garden and kitchen. DRY launched in August of 2005 and is currently available on the West Coast, Nevada and Arizona and recently launched the Colorado and Texas markets.

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refined flavor / lightly sweet / all natural



### **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) or the DRY Soda Tasting Room and Company Store at 410 1<sup>st</sup> Ave S in Seattle.

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