



MEDIA RELEASE

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DRY Soda Welcomes Wild Lime to the Mix

Company's Latest Creation to Directly Challenge the High Fructose Status Quo

Seattle, WA – Oct. 5, 2011 – DRY Soda, a four-ingredient, all-natural, less-sweet soda is on a mission to change the way America thinks about soft drinks. Since launching in 2005, DRY has been setting a new standard for soda with unique flavors including **Cucumber, Lavender, Lemongrass, Rhubarb, Vanilla Bean, Juniper Berry** and **Blood Orange**. Today, the independent Seattle-based company is introducing its most mainstream flavor to date that was crafted to directly take on America's traditional soda flavors: **Wild Lime**. The newest addition to the DRY soda mix is a dry (meaning less sweet) take on the old-guard, too sweet lemon/lime soda.

"Over the past year our sales have grown by more than 200%," said Sharelle Klaus, founder and CEO of DRY Soda. "Based on such a great response to our wide range of flavors, even in a down economy, now is the perfect time for us to introduce a new flavor that we expect to quickly become one of our top sellers. We're encouraging people to take a taste test because we know that the DRY version of a lemon/lime soda hits taste buds in just the right way."

Wild Lime won't hit retail shelves until early November, but fans have two ways to get an early taste: by visiting the company's downtown tasting room at 410 First Avenue S, Seattle, WA or following the DRY Soda Tasting Truck on its national tour with Urban Outfitters.

Tipping its hat to the mainstream appeal that DRY expects from Wild Lime, the company has partnered with Urban Outfitters as part of the [Urban Outfitters Store on Tour](#). The Store on Tour is visiting four cities over the next four weeks with a complete Urban Outfitters retail experience. At each stop along the way DRY Soda will be handing out bottles and tastes of the company's top flavors - including the new Wild Lime. The tour includes the following stops:

Columbia, South Carolina: October 6 - October 9

Athens, Georgia: October 11 - October 14

Tallahassee, Florida: October 17 - October 20

Knoxville, Tennessee: October 22 - October 25

“Partnering with Urban Outfitters on the Store on Tour was a natural fit for our Wild Lime launch,” said Klaus. “Urban Outfitters is a young, fun brand and we fully expect our Wild Lime, as well as some of our other signature flavors, to speak directly to that demographics’ taste buds. The Store on Tour is an amazing way for us to introduce our product to a new group in an exciting and innovative way.”

Sharelle launched DRY Soda in 2005 as a mom with a craving for interesting non-alcoholic beverages and a drive to set a new standard for sodas. But today she’s a mom with a craving for revolution. Her company’s recent success has her thinking even bigger than she’s ever thought before with plans to further expansion and distribution both nationally and internationally.

DRY Soda is sold in 12-ounce bottles individually and in four-packs at traditional and natural grocery stores, restaurants, luxury hotels and boutiques in the United States and Canada and select international locations. In addition, mail orders are available nationally in 12 and 24-bottle cases at www.drysoda.com.

“People are ready for a soda paradigm shift,” continued Klaus. “I hear from DRY fans all the time that traditional sodas are way too sweet and diet sodas are too unnatural. With DRY, we think we’ve found the perfect balance of all-natural ingredients with the right level of sweetness.”

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About DRY Soda

Seattle-based DRY Soda Co. has re-imagined what soda can be – better tasting and better for you. DRY Soda was founded in 2005 by Sharelle Klaus, a mother of four who wanted a beverage that was invested in good health and worthy of fine food. DRY Soda uses only four, all-natural ingredients and keeps the pure cane sugar to a minimum. The result is a less sweet soda that allows the fruit, flower, and herbal flavors to shine through and only 45-70 calories per bottle. DRY Soda is a refreshing beverage to sip on its own, pair with a great meal or mix into a cocktail. All eight DRY flavors are caffeine-free, gluten-free, sodium-free and OU-certified kosher. DRY Soda is available throughout the United States and Canada in traditional and specialty retail stores, fine restaurants, hotels and online. For more information, visit www.drysoda.com or the DRY Soda Tasting Room at 410 First Avenue South in Seattle.