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THE DRY SODA TASTING TRUCK IS ROLLING INTO YOUR NEIGHBORHOOD

Seattle soda company is launching its Savor the Flavor Tasting Tour with social media campaign to benefit FareStart

(May 2, 2011) A new twist in the mobile food movement is rolling into the Northwest. This spring Seattle-based DRY Soda Co. is kicking off its Savor the Flavor Tasting Tour and new DRY Soda-branded Tasting Truck. The truck will be making stops at grocery stores, neighborhood festivals, food truck meet ups, farmers markets and more from early May to July 2011.

During Tasting Tour stops, the Truck will open its door to sample flights of DRY's seven, less sweet and all-natural flavors. In addition to active "tweeting," the tour will incorporate a sharable online experience to increase visibility, excitement and brand-awareness. DRY Tasting Truck staff will be on hand to take pictures of DRY customers in the Savor the Flavor Tour photo booth complete with DRY Soda props. Each tour stop will have its own Facebook photo album where customers will tag themselves in the photos. For each person tagged in a photo, DRY will donate \$1 (up to \$5,000) to FareStart, the Seattle non-profit program that provides culinary job training and placement for homeless and disadvantaged individuals.

"The Tasting Tour gets DRY out in the community to give back to all the neighborhoods that support us," explains DRY Soda Founder and CEO Sharelle Klaus. "New and existing fans will be able to discover their favorite flavor and share it with friends online. Together with our customers we will raise awareness and donate to FareStart, an organization we've been devoted to since our start."

The Tasting Tour is kicking off in the Northwest and will move to a new region in the fall. To find DRY's next Tasting Tour flavor stop, please visit www.drysoda.com, www.facebook.com/drysoda, or follow @DRYTour.

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 seven DRY flavors are caffeine-free, vegan, 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.

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*Artwork of the Tasting Truck available upon request

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