

100% NATURAL
NOT TOO SWEET™



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For Immediate Release

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GuS – Grown-up Soda Introduces Dry Cola Flavor

NEW YORK, New York (October, 2007) – **GuS – Grown-up Soda**, the New York-based line of less-sweet sodas introduces a Dry Cola, a 100%-natural and lower-sugar alternative to big-name colas. With real cola nut extract, notes of citrus and a light sweetness from cane sugar, GuS Dry Cola promises a distinctive taste that sets it apart from the major cola labels. The new flavor debuts in October in specialty grocery stores, leading restaurants, gourmet eateries, cafeterias and university dining halls. Says co-founder Steve Hersh,

“We felt the time was right to launch a GuS version of the most popular soda flavor – cola. Ours is a totally new alternative to super-sweet regular colas and artificially sweetened diet versions.”

Available in single 12-ounce glass bottles sold in 4-pack carriers, Dry Cola joins the existing GuS flavors: Dry Meyer Lemon, Star Ruby Grapefruit, Dry Valencia Orange, Dry Cranberry Lime, Dry Crimson Grape, Dry Pomegranate and Extra Dry Ginger Ale. As with all the GuS flavors, it is a distinctively dry soda that is 100%-natural, lightly sweetened with cane sugar and kosher.

Fast Facts about GuS Dry Cola:

- With real cola nut extract
- Lightly sweetened with cane sugar (not high-fructose corn syrup)
- Only 95 calories per 12-oz. bottle (mainstream colas contain 150 calories per 12 oz.)
- 24g carbs per bottle (others have 40g)
- No phosphoric acid, as found in major brands
- 99% caffeine-free

About GuS – Grown-up Sodas:

Launched in Summer 2003, GuS was what the husband-and-wife founders were seeking in a beverage; something not as sweet as typical sodas and juice drinks. Taking inspiration from his father, who added seltzer to everything, Steve Hersh (formerly a packaged goods marketer) and Jeannette Luoh (formerly a lawyer) crafted a line of 100%-natural sodas containing real juice and extracts in distinctively dry flavors. GuS – Grown-up Soda is a product of Utmost Brands, Inc., New York, NY. More information at www.drinkgus.com.

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