

100% NATURAL
NOT TOO SWEET™



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For Immediate Release

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GuS® – Grown-up Soda® Introduces New Dry Cranberry Lime Flavor

Six flavors to be expanded nationally

NEW YORK, New York (March, 2005) – GuS – Grown-up Soda, the all-natural line of less-sweet sodas, announced today that it will launch its sixth flavor, Dry Cranberry Lime. The new flavor will roll out nationally with existing and newly appointed distributors and national accounts.

“We chose the new Cranberry Lime flavor because it fits the GuS taste profile perfectly. Cranberry Lime has a distinctively tart and tangy taste that appeals to grown-up palates,” said GuS Co-Founder and President Steve Hersh.

Available in single 12-ounce glass bottles and in 4-pack carriers, GuS Dry Cranberry Lime joins existing GuS flavors Dry Meyer Lemon, Star Ruby Grapefruit, Dry Valencia Orange, Dry Crimson Grape and Extra Dry Ginger Ale. The new addition is the first two-juice blend for the line, using real cranberry and lime juices. As with all the GuS flavors, it is 100% natural, lightly sweetened with cane sugar, caffeine-free and kosher. With only 95 calories per 12-ounce bottle, the new flavor has less than two-thirds the calories of typical sodas and juice drinks.

GuS continues its expansion nationally in March with new distributors and national accounts. GuS adds Chicago-based European Imports Ltd. to its current list of distributors to distribute GuS in the Midwest, South and Southwest. GuS goes national in 146 Harry & David stores and more than 100 Cost Plus World Market stores. The GuS line is now in four divisions of Whole Foods Market - Northern and Southern California divisions of Whole Foods Market now carry the GuS line in addition to North Atlantic and Mid-Atlantic divisions. The 45-store Fresh Market chain now carries GuS in the Southeast.

About GuS – Grown-up Sodas:

Launched in Summer 2003, GuS was what the husband-and-wife founders were looking for in a beverage; something not as sweet as most of the sodas and juice drinks out there. Taking inspiration from his father, who added seltzer to everything, the co-founders crafted a line of 100% natural sodas made with real juice and real extracts in distinctively dry flavors. GuS sodas are lightly sweetened with cane sugar, have only 90 – 95 calories per 12-ounce bottle, are preservative- and caffeine-free, and kosher. Single bottles retail for \$1.49; 4-packs for \$4.99. GuS – Grown-up Soda is a product of Utmost Brands, Inc. More information is at www.drinkgus.com.