

100% NATURAL
NOT TOO SWEET™



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GuS® – Grown-up Soda® Introduces New Dry Pomegranate Flavor

Seven flavors to be expanded nationally

NEW YORK, New York (July 9, 2006) – **GuS – Grown-up Soda**, the all-natural line of less-sweet sodas, announced today that it will launch its seventh flavor, Dry Pomegranate, at the Summer Fancy Food Show. The new flavor will roll out nationally with existing and newly appointed distributors, and current national and regional accounts.

“We chose the new pomegranate flavor because it fits the GuS taste profile perfectly. Our Dry Pomegranate has a sophisticated taste that appeals to grown-up palates,” said GuS Co-Founder and President Steve Hersh. With real pomegranate juice and only 98 calories per 12-ounce bottle, GuS Dry Pomegranate is lighter and more refreshing than other pomegranate-based beverages.

Available in single 12-ounce glass bottles and in 4-pack carriers, GuS Dry Pomegranate joins the existing GuS flavors: Dry Meyer Lemon, Star Ruby Grapefruit, Dry Valencia Orange, Dry Cranberry Lime, Dry Crimson Grape 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, caffeine-free and kosher.

GuS continues its expansion nationally in Summer, 2006 with new distributors and national and regional accounts. GuS adds distributors Bohan’s Distributing, Inc. in Southern California and North Country Natural, Inc. in New England. GuS sells nationally in Cost Plus World Market and regionally in Whole Foods Market, The Fresh Market, Wegman’s, Balducci’s, Central Market and hundreds of other specialty food stores and eateries. GuS rolls into California this summer in Gelson’s, Whole Foods Market, Andronico’s and Mollie Stone’s. GuS can also be found at fine restaurants including The French Laundry in the Napa Valley, Per Se Restaurant in New York City and Charlie Trotter’s in Chicago.

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 all of the sodas and juice drinks out there. Taking inspiration from his father, who added seltzer to everything, Steve Hersh and Jeannette Luoh 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 – 98 calories per 12-ounce bottle, are preservative- and caffeine-free, and are kosher. Single bottles retail for \$1.49; 4-packs for \$4.99. GuS – Grown-up Soda is a product of Utmost Brands, Inc., New York, NY. More information at www.drinkgus.com.