

100% NATURAL
NOT TOO SWEET™



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For Immediate Release

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GuS– Grown-up Soda Introduces New Grape Black Currant Flavor at Expo West

NEW YORK, Anaheim, CA (March, 2010) – **GuS[®] – Grown-up Soda,[®]** the line of all-natural, less-sweet sodas announced the launch of its newest flavor, Grape Black Currant, set to debut at the Natural Products Expo West trade show in Anaheim, CA.

The new flavor is a sophisticated blend of sweet Red Grape juice and tart Black Currant juice with a light touch of natural cane sugar. In keeping with the entire GuS line, it offers a distinctively dry taste with moderate carbonation, made for grown-up palates. Containing antioxidant-rich juices, the new variety has only 95 calories and 24g of sugar per 12-ounce serving, compared with 150 calories and 39g of sugar found in typical sodas. The newest flavor's unique, less-sweet juice blend pairs well with food and makes an excellent base for cocktails.

“While popular in Europe, Black Currants are still new to the American palate,” said GuS Co-Founder and President Steve Hersh. “Using Red Grape juice, we fashioned perhaps a never-before-tried blend with our grown-up consumers in mind.”

Available in single 12-ounce glass bottles sold in 4-pack carriers, GuS Grape Black Currant joins the existing GuS flavors: Dry Meyer Lemon, Star Ruby Grapefruit, Dry Valencia Orange, Dry Cranberry Lime, Dry Pomegranate, Extra Dry Ginger Ale and Dry Cola.

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 natural extracts. GuS Sodas are lightly sweetened with cane sugar, have only 90 – 98 calories per 12-ounce bottle, are preservative-, caffeine-, and gluten-free, and are kosher. GuS – Grown-up Soda is a product of Utmost Brands, Inc., New York, NY. More information at www.drinkgus.com.