

100% NATURAL
NOT TOO SWEET™



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For Immediate Release

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GuS® – Grown-up Soda® Expands in Natural and Specialty Food Channels

New Broker Relationship with New Connections Marketing Group in Southern California

NEW YORK, New York (March 15, 2006) – **GuS – Grown-up Soda**, the all-natural line of less-sweet sodas, announced today that it has partnered with New Connections Marketing Group to sell and promote GuS Sodas throughout the Southern California natural and specialty food channels. GuS Sodas will expand its existing relationship with Nature's Best of Brea, CA to reach new retail outlets throughout the West Coast and Southwest.

“We chose New Connections Marketing because they have a first-class reputation for launching and promoting premier quality products into the Natural class of trade. Their positive and professional attitude fits perfectly with the GuS brand.” said GuS Co-Founder and President Steve Hersh.

Available in single 12-ounce glass bottles and in 4-pack carriers, GuS' grown-up flavors are Dry Meyer Lemon, Star Ruby Grapefruit, Dry Valencia Orange, GuS Dry Cranberry Lime, Dry Crimson Grape and Extra Dry Ginger Ale. Lightly sweetened with cane sugar and containing real juice and natural extracts, GuS Sodas are 100%-natural, caffeine-free and kosher. With only 90 - 95 calories per 12-ounce bottle, they are about half to two-thirds the calories of typical sodas and juice drinks.

GuS continues its expansion nationally in spring 2006 with new distributors and national accounts. GuS adds distributors North Country Natural in Vermont and Western Massachusetts, and L&L Beverages in Maine to its current list of DSD and Specialty/Natural products distributors. GuS continues its national expansion with Whole Foods Markets, selling in the North Atlantic, North East, Southern Pacific, Northern Pacific and Pacific Northwest regions. The Fresh Market, Wegman's, Ukrop's, Central Market, Byerly's and Cost Plus World Market now carry GuS Sodas.

About GuS – Grown-up Soda:

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, Steve Hersh and wife Jeannette Luoh quit their jobs to craft a line of 100% natural sodas made with real juice and real extracts in distinctively dry flavors. GuS is preservative- and caffeine-free, pasteurized and kosher. Single bottles retail for \$1.39 - \$1.75; 4-packs for \$4.99. GuS – Grown-up Soda is a product of Utmost Brands, Inc. based in New York City, NY.