

GuS -- the First Grown-up Soda -- Launches at Fancy Food Show This Summer

NEW YORK, New York--Jun. 29, 2003—Utmost Brands, Inc. announced today the launch of a new line of less sweet sodas called GuS^(TM) – Grown-up Soda^(TM). The new line, with four distinctive flavors created specifically for grown-up palates, will debut at the Summer NASFT Fancy Food Show, June 29 – July 1, at booth #4412.

GuS carbonated soft drinks deliver what has been missing in the beverage aisle -- all-natural, less sweet versus ordinary flavored sodas, and with 5% real juice or natural extracts. GuS is made specifically for people who've outgrown syrupy sweet sodas, bottled teas and juice drinks. With distinctive new flavors – Dry Valencia Orange, Dry Meyer Lemon, Star Ruby Grapefruit and Extra Dry Ginger Ale – GuS delivers a delicious and refreshing way to enjoy soda. And with 95 – 100 calories per 12-oz. serving, GuS sodas are 25% - 35% lower in calories and carbohydrates than regular sodas.

Typically, beverage companies sweeten products to appeal to younger taste buds which makes them overly sweet for grown-ups. What's left for the adult population are either dull flavored seltzers and waters, or diet drinks with artificial ingredients. GuS does something new. "Basically, we developed a product for people like us," said Steve Hersh, GuS Founder and President, age 37. "When you grow up your tastes change. You want drinks that are less sweet and perhaps a little different than the ones you grew up with." According to company research, 75% of people age 30+ want flavored soft drinks that are less sweet than what's currently available.

New and better-tasting variations on popular soda flavors were created to appeal to adult consumers. Dry Meyer Lemon soda, the first of its kind, is made with the tangy juice of the Meyer Lemon, a cross between a lemon and an orange. Both the Dry

Valencia Orange and Star Ruby Grapefruit flavors feature the finest citrus juice varieties available. Extra Dry Ginger Ale is particularly crisp and distinctive, made from natural gingerroot and lemon extracts. The three juice products contain 5% real juice and other natural flavors. All GuS sodas are pasteurized and certified Kosher, and contain no preservatives or caffeine.

“I grew up in a household where my father added seltzer to everything,” said Steve Hersh. “Now I finally understand what that was all about.” GuS Soda carries on the tradition by cutting back the sweetness, while maintaining all the sparkling carbonation that makes a soda so refreshing. “My dad would have been proud to know that his obsession spawned a minor beverage phenomenon.”

GuS, a premium priced soda, will roll out in three stores in the New York metro area in June. Expanded distribution will include specialty, gourmet and health food stores, as well as cafes, coffee bars and museum restaurants. Distribution will also include high quality foodservice and catering establishments.

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