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LOS ANGELES, CA—(Marketwire – Jun 1, 2011) – Reed's, Inc. (NASDAQ: REED), maker of the top-selling sodas in natural food stores nationwide, is proud to announce the launch of the Dr. Better flavor under the Virgil's Premium Soda Label. The flavor was created with all-natural ingredients including whole spices and sweetened with natural raw cane sugar. In addition, the no calorie, no sugar Virgil's Zero Dr. Better will also be released. It is sweetened with 100% Stevia.

Dr. Better will compete in the super-premium natural soda category and strengthens the overall Virgil's brand as a dominant and growing force in the category. While many of Virgil's flavors have been developed from traditional recipes and refined to a distinctive taste, Dr. Better was developed in a very different way. The team of flavor engineers determined the quality taste first and worked backwards to find the perfect recipe using only natural ingredients including vanilla, birch, nutmeg, natural cherry juice and a hint of prune juice.

"We are so excited about the release of Dr. Better. We knew we were going to enjoy the process of creating a memorable soda but we couldn't have anticipated how outstanding the final flavor would be. As beverage lovers and curious minds we have always wondered what it would take to create a soda flavor that is distinctive yet reminiscent of something from your childhood. It's a new twist on an old flavor," says Reed's, Inc. founder and CEO, Chris Reed.

Dr. Better will be rolled out in stores beginning in mid-June. Virgil's Dr. Better will be available at a suggested retail price of 4.99 per 4-pack.

About Reed's, Inc.

Reed's, Inc. makes the top selling natural sodas in the natural foods industry, sold in over 10,500 natural food markets and supermarkets nationwide. In 2009, Reed's started producing Private Label natural beverages for select national chains. Its six award-winning, non-alcoholic Ginger Brews are unique in the beverage industry. Ginger Brews are made using fresh ginger, spices and fruits with a brewing process that predates commercial soft drinks. Reed's, Inc. owns Virgil's Root Beer, the top-selling cola line in natural foods, as well as China Cola, the top-selling natural foods cola. Recently, Reed's introduced its Reed's All Natural Ginger Nausea Relief product for the drug store and grocery retail channels. Reed's also acquired the Sonoma Sparkler brand at the end of 2009, an all natural sparkling juice celebration drink with an established customer base. Other product lines include Reed's Ginger Candies and Reed's Ginger Ice Creams.

Reed's products are sold through specialty gourmet and natural food stores, mainstream supermarket chains, and restaurants nationwide. Reed's products are also sold in Canada and Mexico, along with a small presence in Europe, the Middle East, South Africa, Japan and Singapore. For more information

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