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# Reed's Inc. Expands Into 12-Packs With High Impact Graphics for Two of Its Top Selling Products

## Reed's Extra Ginger Brew and Virgil's Root Beer Soda Now Offered in 12-Pack Packaging



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LOS ANGELES, Dec. 19, 2008 (GLOBE NEWSWIRE) -- Reed's, Inc. (Nasdaq:REED) announced today the introduction of 12-packs of its 12 ounce longneck bottles sporting high impact [graphics](#) for Reed's Extra Ginger Brew and Virgil's Root Beer, the two top selling products at Reed's. The 12-pack will be available nationwide to mainstream grocery, natural food, gourmet and specialty, club and convenience stores.

Christopher Reed, Founder and CEO of Reed's, Inc, stated, "Every major beer company, including microbrews, offer beautifully designed 12-packs of their popular beers. The unique packaging of each brand helps display the image and perception of the brand. Consistent with our microbrewer philosophy and practices, we incorporated high impact graphics into our 12-pack packaging, which we believe will expand our club store presence by serving as displays that function like billboards in our supermarket accounts. As two of the top selling products within the natural foods channel, Reed's Extra Ginger Brew and Virgil's Root Beer were perfect

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