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PRESS RELEASE

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**

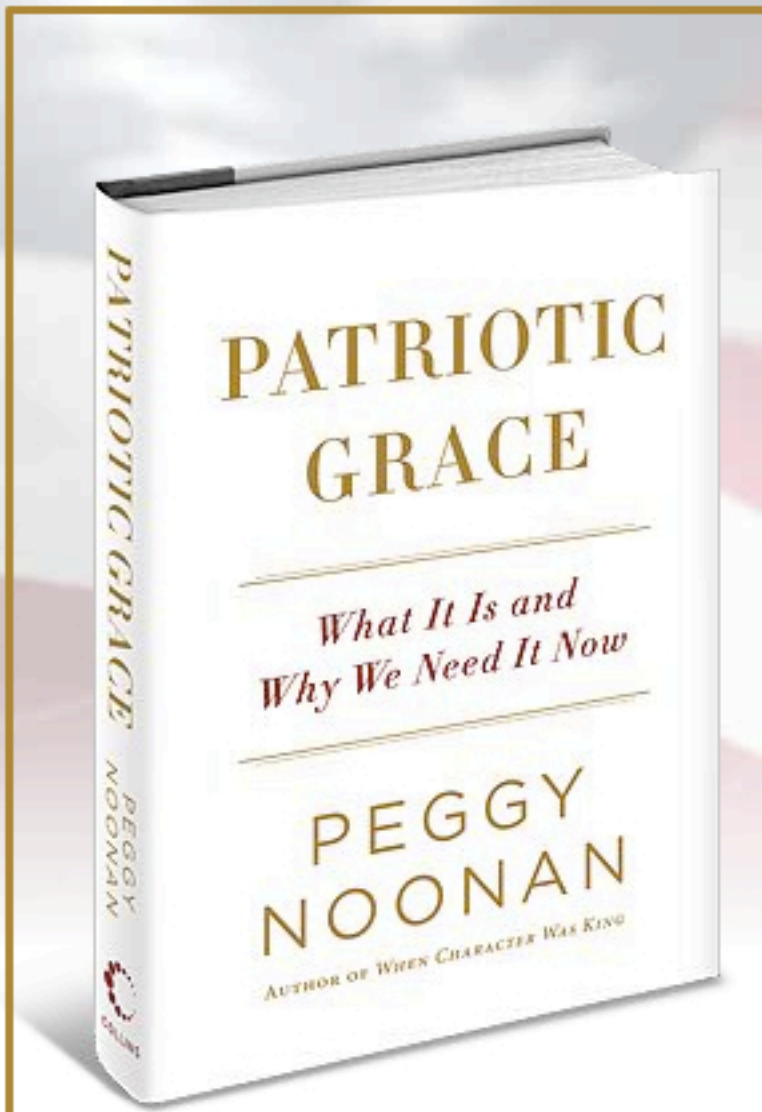
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LOS ANGELES, Dec 19, 2008 (GlobeNewswire via COMTEX) – Reed's, Inc. (REED: 1.10, +0.00, +0.0%) announced today the introduction of 12-packs of its 12 ounce longneck bottles sporting high impact graphics for Reed's Extra Ginger Brew and Virgil's Root 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 candidates for a 12-pack package. Our new 12-pack offering complements our existing 4-pack offerings while providing greater convenience and value to our consumers."

About Reed's, Inc.

Reed's, Inc. makes the top selling sodas in natural food markets nationwide and is currently selling in 10,500 supermarkets in natural foods and mainstream. Its six award-winning non-alcoholic Ginger Brews are unique in the beverage industry, being brewed, not manufactured and using fresh ginger, spices and fruits in a brewing process that predates commercial soft drinks. In addition, the Company has acquired the top selling root beer line in natural foods, the Virgil's Root Beer product line, and the top selling cola line in natural foods, the China Cola product line. 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, supermarket chains, retail stores and restaurants nationwide, and in Canada. For more information about Reed's,



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