



Business Services Industry

Reed's Ginger Brew Extra and Virgil's Root Beer Take Top Spots on SPINS Rankings

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5 Reed's Products Rank in Top 10

LOS ANGELES -- Reed's, Inc. (OTCBB:REED), is the number one sugar and fructose sweetened soda brand in the natural channel, beating out international brand names like San Pelegrino and Orangina. According to SPINS, a market research and consulting firm for the natural products industry (SPINSscan Natural, 52 Weeks Ending 4/21/07), Reed's Ginger Brew Extra is the top selling sugar and fructose sweetened soda item in the natural products industry, within the United States, followed by Virgil's Root Beer, Reed's Ginger Brew Premium and Reed's Ginger Brew Original - all Reed's, Inc. products. Not only did Reed's and Virgil's beverages make the top four of over 600 sugar and fructose sweetened sodas, it claimed seven of the top twelve spots.

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"As more and more consumers become aware of what their food and beverages are really made from, they appreciate Reed's authentic taste and natural ingredients and increasingly are recognizing Reed's Ginger Brews and Virgil's Root Beers as premier all-natural brewed soft drinks within the marketplace," said Chris Reed, Chief Executive Officer and President of Reed's, Inc. "Consumer demand for all-natural, health-promoting beverages like Reed's and Virgil's is demonstrated by SPINS' retail sales data and Reed's net sales, which have increased 52.2 percent in the first quarter of 2007 from the first quarter of the past year at Reed's, Inc."

About Reed's, Inc.

Reed's, Inc. develops, manufactures, markets and sells innovative, all natural, non-alcoholic beverages, candies and ice creams. Its non-alcoholic Ginger Brews are unique in the beverage industry being brewed from fresh ginger, spices and fruits. Award-winning gourmet product lines include: Reed's Ginger Brews, Reed's Ginger Juice Brews, Reed's Ginger Candies and Reed's Ginger Ice Creams. Additionally, the Company has acquired Virgil's Root Beer and China Cola product lines. 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, please visit the company's website at: www.reedsgingerbrew.com or call (800) 99-REEDS.