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Business

Reed's, Inc. Announces D'Agostino Supermarkets to Carry Reed's Product Line

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- Integrated Corporate Relations John Mills, 310-954-1105. jmills@icrinc.com Reed's, Inc. (NASDAQ:REED) announced today that D'Agostino Supermarkets, a full service supermarket carrying a wide variety of natural and organic products, has agreed to carry Reed's product line throughout its store base located in the New York metropolitan area.

Christopher Reed, Founder and CEO of Reed's, Inc., stated, "This

partnership with D'Agostino Supermarkets reflects Reed's commitment and success in expanding into the mainstream marketplace. As a leading retailer of natural and organic products within the New York metropolitan area, D'Agostino represents a significant opportunity to increase brand awareness in the largest metro area in the United States."

Ed Handley, National Account Manager for Reed's, Inc., commented, "Reed's is quickly moving into mainstream grocers and with this new partnership, we look forward to driving the Reed's Brand through our 'in-store' sampling campaigns and additional promotion efforts which will greatly expand our reach with the D'Agostino customer."

Anderson Chung, Director of Marketing of D'Agostino Supermarkets, stated, "D'Agostino Supermarkets has a long history of being New York City's retailer of new, unique products. D'Agostino's carries a wide variety of natural and organic products making Reed's a natural fit for D'Agostino Supermarkets."

About Reed's, Inc.

Reed's, Inc. makes the top selling sodas in natural foods markets nationwide and is currently taking its natural food market success into the mainstream markets. Its six award winning non-alcoholic Ginger Brews are unique in the beverage industry being brewed not manufactured and use 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 Juice Brews, 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, please visit the company's website at: www.reedsgingerbrew.com or call (800) 99-REEDS.

About D'Agostino Supermarkets

Founded in 1932, D'Agostino Supermarkets operates 18 full service supermarkets, 15 in Manhattan and three in Chappaqua, Cross River, and Rye Brook in Westchester County, N.Y. D'Agostino today is the only New York-based supermarket chain in the metropolitan area to carry a full line of Certified Humane meat, poultry, milk, cheese, and eggs. The Company carries a wide selection of natural and organic brands including Creekstone Farms, Zaro's, Dietz & Watson, Patsy's, Lidia's and Blue Ridge Farms, among others.

SAFE HARBOR STATEMENT

Some portions of this press release, particularly those describing Reed's goals and strategies, contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. While Reed's is working to achieve those goals and strategies, actual results could differ materially from those projected in the forward-looking statements as a result of a number of risks and uncertainties, including difficulties in marketing its products and services, need for capital, competition from other companies and other factors, any of which could have an adverse effect on the business plans of Reed's, its reputation in the

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industry or its expected financial return from operations and results of operations. In light of significant risks and uncertainties inherent in forward-looking statements included herein, the inclusion of such statements should not be regarded as a representation by Reed's that they will achieve such forward-looking statements. For further details and a discussion of these and other risks and uncertainties, please see our most recent reports on Form 10-KSB and Form 10-QSB, as filed with the Securities and Exchange Commission, as they may be amended from time to time. Reed's undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events, or otherwise.

Partnership Will Expand Reed's Presence within New York Metropolitan Area

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