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Reed's Inc. Expands Product Offering with Launch of 7 oz Extra Ginger Brew Long Necks

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Dec 18, 2007-**With fewer than 100 calories per bottle, Reed's 7 oz Extra Ginger Brew represents an all-natural, premium and healthy mixing alternative to traditional mixers offered in many restaurants and bars.**

18/12/07 Reed's, Inc. announced that initial production of Reed's 7 oz Extra Ginger Brew was launched Dec. 15th, 2007. The new 7 oz long neck bottles of Reed's Extra Ginger Brew will be packaged as an 8-pack and will be rolling out nationwide in retail stores and available in select bars and restaurants in major metropolitan areas for single serve

on-premise use.

The Company's previous products were offered in 12 oz long neck beer bottles. The smaller long neck size is the result of Reed's entrance into clubs and restaurants, which is a new distribution channel for Reed's. With fewer than 100 calories per bottle, Reed's 7 oz Extra Ginger Brew represents an all-natural, premium and healthy mixing alternative to traditional mixers offered in many restaurants and bars.

Christopher Reed, Founder and CEO of Reed's, Inc., stated, "We are extremely excited to announce the addition of Reed's 7 oz, 8-pack of Extra Ginger Brew to our product line. The addition of the 7 oz offering to our product portfolio marks Reed's entrance into single serve and represents an opportunity to reach a broader audience and expand brand awareness by positioning Reed's Ginger Brew as a premium and healthy mixing alternative."

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