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**Reed's Inc Announces New Jersey Launch; Crescent Marz Beverage Company dba Marz Beverage Distributing Co. to Offer Reed's Product Line**

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LOS ANGELES, Dec 27, 2007 (BUSINESS WIRE) -- Reed's, Inc. (NASDAQ:REED) announced today that Crescent Marz Beverage Company dba Marz Beverage Distributing Co. has agreed to distribute Reed's product line throughout New Jersey.

Christopher Reed, Founder and CEO of Reed's, Inc. stated, "We are very pleased with Marz Beverage's decision to offer Reed's product line to its accounts as it represents Reed's entrance into the New Jersey marketplace. We continue to make significant progress in expanding the Reed's brand within new and existing markets and believe tremendous opportunity exists to further expand Reed's into the mainstream."

Marion Galluccio, President of Marz Beverage Distributing Co., stated, "We are very pleased to have Reeds as a member of our portfolio of brands. Reed's high quality, all-natural products fit well with our premium product portfolio. Reed's management team is passionately committed to the success of the Reed's brand and we look forward to working with Reed's."

Marz Beverage Distributing Co. is a recently formed collaboration between Peerless Beverage Company and Cott-Passaic Distribution. Founded over 60 years ago, Peerless is a third-generation, family-owned company that annually distributes over 7 million cases of Coors, Corona, Diagio, Samuel Adams, and other beers. Also family-owned, Cott-Passaic has been distributing non-alcoholic beverages for more than 50 years. The company's portfolio includes Herbal Mist and Sweet Leaf teas, Mad Croc energy drinks, and Steaz sodas. Cott-Passaic's Marion Galluccio serves as President of Marz and Peerless President Scott Beim serves as COO. Marz operates statewide from warehouses in Paterson, Union and Pennsauken.

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](http://www.reedsgingerbrew.com) or call (800) 99-REEDS.

**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 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.

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