



For Immediate Release

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**THOMAS KEMPER LIGHTENS UP SUMMER SIPPING
WITH NEW LOW CALORIE ROOT BEER**
- New Premium Soda Collection is Big on Flavor, Skinny on Calories -

PORTLAND, Ore. – January 28, 2008 – If a premium soda that's 20 calories or less doesn't lift spirits on its own, the unexpected burst of flavor certainly will. The premium craft brewer Thomas Kemper Soda Co. is launching a low calorie version of its favorite soda – root beer.

No ordinary "diet" drink, Thomas Kemper Low Calorie Root Beer tastes much bigger than its tiny little calories, thanks to SPLENDA® Brand Sweetener and a kiss of creamy Pacific Northwest honey.

"We knew if we were going to make a low calorie version of our classic flavor, it better taste great," said Bill Germano, president and CEO of Thomas Kemper Soda Co. "Blending pure Northwest honey with other natural flavors results in a rich and indulgent treat that soda fans can enjoy and still be good."

Thomas Kemper will also delight taste buds with a lighter take on two additional classic flavors – Ginger Ale and Black Cherry. These premium sodas weigh in at just 10 calories each and balance their sweetness with rich natural flavors such as pure Madagascar vanilla and Jamaican ginger.

The new low calorie soda collection will be available in three classic flavors:

- **Low Calorie Root Beer:** Rich and robust, Thomas Kemper Low Calorie Root Beer has the same hand-crafted taste of the original with only 20 little calories.
- **Low Calorie Ginger Ale:** Easy, breezy and just 10 calories, Low Calorie Ginger Ale is full of spicy Jamaican ginger and has a burst of sparkle in every crisp sip.
- **Low Calorie Black Cherry:** Fresh black cherries dance with a hint of honey in the Low Calorie Black Cherry soda, tempting taste buds and surprising the waistline with only 10 sweet calories.

Root Beer will be available on shelves late February 2008; Ginger Ale and Black Cherry will follow in April. The sodas will be available in single bottles (SRP \$1.29) and 12-bottle sampler packs (SRP \$12.99) at select grocery stores and restaurants in the Western U.S. Root Beer will also be available in six-packs (SRP \$5.99).

About Thomas Kemper Soda Co.

Thomas Kemper is an independently owned company producing premium soda in a range of family-friendly flavors: Root Beer, Vanilla Cream, Orange Cream, Black Cherry and Ginger Ale. The company got its start in the explosive craft microbrew scene of 1980s Seattle. Today, Thomas Kemper maintains the independent spirit of the Northwest at its Portland, Ore., headquarters where the soda is craft brewed in small batches and bottled on site. Thomas Kemper products are available at grocery stores, finer retailers, and restaurants throughout the Western U.S. with growing availability across the rest of the U.S. and Canada. For more information, visit www.tksoda.com.

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