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## **THOMAS KEMPER LAUNCHES NEW ZERO CALORIE ALL-NATURAL SODA**

PORTLAND, Ore. –January 3, 2011 – Thomas Kemper Soda, a Portland, Ore. based maker of premium craft brewed soda, announces the launch of new **Naturally Diet™ Soda**. Hand crafted with all-natural ingredients, Naturally Diet™ Soda contains none of the artificial sweeteners or colors of other diet sodas yet delivers the great taste that consumers have come to expect from Thomas Kemper.

Sweetened with stevia, the only natural sweetener with zero calories, Naturally Diet™ Soda contains Zero calories, Zero sugar, Zero net carbs, and low in sodium and is gluten free. More importantly Thomas Kemper's premium all-natural ingredients create flavors that are truly refreshing and delicious. Independent consumer taste panels have scored Naturally Diet™ Soda as preferred 2:1 to the leading stevia sweetened sodas currently on the market.

"Consumers are making lifestyle decisions to reduce sugar in their diet" said Bill Germano, President and CEO of Thomas Kemper Soda Co., "but up until now their beverage choices have included either artificial sweeteners or a compromise in taste. Our new product covers both areas well – all of the good without the bad."

Thomas Kemper Naturally Diet™ Soda collection is available in three flavors:

- **TK Cola:** Rich and refreshing cola flavor with a clean finish.
- **Citrus Bliss:** Grapefruit, lemon, and lime with subtle spice notes.
- **Berry Passionate:** A blend of fresh berries and passion fruit.

Launching in January, Thomas Kemper Naturally Diet™ Soda will initially be available in retail grocers and natural foods stores in the western US as well as most Whole Foods Markets nationally. Plans are to expand to mid west and east coast markets by the end of 2011.

### **About Thomas Kemper Soda Co.**

Thomas Kemper Soda Co. is a privately-owned company that produces classic and all-natural varieties of craft-brewed soda. The company got its start in the explosive microbrew scene of 1980's Seattle. Today, Thomas Kemper maintains the same Northwest spirit at its Portland, Ore., headquarters and continues to bottle their soda in small batches.

Thomas Kemper products are available at grocery stores, natural foods markets, 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](http://www.tksoda.com).

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