



MODMIX™, THE FIRST & ONLY USDA ORGANIC COCKTAIL MIXER URGES CONSUMERS TO TRADE UP

EVEN COCKTAIL MIXERS GO GREEN. ENTREPRENEURS LAUNCH OF ORGANIC MIXER PROVIDES RETAILERS, DISTRIBUTORS AND CONSUMERS WITH AN ULTRA-PREMIUM COCKTAIL MIXER

LOS ANGELES, Jan. 9, 2008 – In a nation that continues to consume more organic food and beverages, as well as premium spirits every year, Modmix – the first and only USDA organic cocktail mixer – provides the ultimate premium organic cocktail mixer. Founded by three women, Modmix was designed to not only look good, but also blend perfectly with top-shelf spirits, champagne or sparkling wine and is also great as a refreshing non-alcoholic drink when mixed with sparkling water.

Modmix's organic ingredients ensure the best taste while also tapping into a growing organic trend. According to a 2007 Food and Beverage Trend Report, the demand for organic foods grew 29% from 2006. Meeting this high demand for organic products, Modmix provides retailers, distributors and consumers a healthier, greener alternative to traditional cocktail mixers on the market.

With its pure organic ingredients, Modmix offers a modern twist to today's quality cocktail. Each of the five mixers has a unique and delicious spin on a classic cocktail recipe: Pomegranate Cosmopolitan (the hot organic pomegranate juice is featured), Lavender Lemon Drop (organic lavender notes follow the smooth lemon flavor), Mojito, French Martini (a 1920's raspberry liquor classic, with no need for raspberry liquor) and Citrus Margarita (no need for orange liquor).

"We saw a market opportunity to take advantage of two hot trends: increased organic consumption and premium spirit and ultra-premium spirit growth." said Gretchen Nix, Modmix Beverages co-founder. "Modmix makes sense: why buy luxury spirits and not use high quality mixers? Modmix is the perfect complement to any top shelf spirit and the response we've received from distributors and retailers has been very positive and we look forward to continued growth in 2008."

AC Nielsen also reported strong growth in the spirits category, driven by a 6% increase in premium and 12% in ultra premium spirits versus a year ago. While consumers are increasingly "trading-up" for more premium spirits and items such as gourmet coffee, Modmix is the only high-end organic cocktail mixer alternative on the market. Each Modmix blend uses only the finest ingredients including unrefined cane sugar, organic fruits and herbs.

Modmix will participate in the following trade shows in 2008:

- Fancy Food Show, San Diego, January 13th – 15th
- Nightclub & Bar Show, Las Vegas, February 11th – 12th
- Expo West Natural Food Show, Anaheim, March 14th – 16th
- Wine & Spirits Wholesalers of America Show (WSWA), Las Vegas, April 6th – 9th

- All Things Organic, Chicago, April 27th – 29th
- Expo East Natural Food Show, Boston, October 15th – 18th

Modmix is now available in major retail chains including Whole Foods, BevMo's, and QFC's in Los Angeles, San Francisco, Boston, Atlanta, Portland and Seattle as well as online select web retailer, Bevmo.com.

A complete listing of retailers and more information on Modmix can be found by visiting www.modmixbeverages.com.

About Modmix Beverages

Modmix redefines the premium spirits market by providing a gourmet cocktail mixer, which matches the quality and luxury of today's fine spirits. Modmix is the only USDA organic cocktail mixer on the market. The perfect companion to any top shelf spirit, champagne or sparkling wine, Modmix can also be served as a refreshing non-alcoholic drink when combined with sparkling water.

Inspired by three women and their love of organic living, clean design, and a finely crafted cocktail, each Modmix blend uses only the finest ingredients including unrefined cane sugar, organic fruits and herbs. The result: A product that tastes as beautiful as it looks. To learn more about Modmix, please visit www.modmixbeverages.com.

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