



Shipyard Brewing Company

Portland, Maine

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FOR IMMEDIATE RELEASE

Capt'n Eli's Soda

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Maine-made Capt'n Eli's Soda Adds Lemon Lime, Strawberry, and Orange Pop

PORTLAND, MAINE -- (June 19, 2007) – Capt'n Eli's Soda announces three new sodas in its premium line: Lemon Lime, Strawberry Pop, and Orange Pop. These three new flavors join Capt'n Eli's Root Beer, Ginger Beer, Parrot Punch, and Blueberry Pop.

Capt'n Eli's Soda is hand-crafted with real cane sugar and is caffeine free.

Orange Pop is available in single 12-ounce glass bottles and 4-packs. Lemon Lime and Strawberry Pop are exclusively available in single 12-ounce glass bottles.

In addition, Capt'n Eli's Blueberry Pop and Ginger Beer are both now in 4-packs for the first time; growing Capt'n Eli's 4-pack lineup to four flavors: Root Beer, Ginger Beer, Blueberry Pop, and Orange Pop.

Capt'n Eli's Soda is available across New England, Florida, Alabama, and in select markets on the West Coast. Expansion is planned as new distribution inquiries come in from around the United States.

This soda is produced by Shipyard Brewing Company in Portland, Maine and is the only soda in the world with its own adventure comic "The Undersea Adventures of Capt'n Eli."

For distribution information contact Scott Doyle, brand manager, 207-761-0807 x7167 - sdoyle@shipyard.com .

On the net:

www.captneli.com

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