

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
April 28, 2010**

**ORDER GRANTING CONFIDENTIAL TREATMENT
UNDER THE SECURITIES EXCHANGE ACT OF 1934**

Reeds, Inc.

File No. 001-32501 – CF No. 24600

Reeds, Inc. submitted an application under Rule 24b-2 requesting confidential treatment for information it excluded from the Exhibit to an amended Form 10-Q filed on December 7, 2009, and as further amended on December 18, 2009, and April 6, 2010.

Based on representations by Reeds, Inc. that this information qualifies as confidential commercial or financial information under the Freedom of Information Act, 5 U.S.C. 552(b)(4), the Division of Corporation Finance has determined not to publicly disclose it. Accordingly, excluded information from the following exhibit will not be released to the public for the time period specified:

Exhibit 10.1 through November 1, 2011

For the Commission, by the Division of Corporation Finance, pursuant to delegated authority:

Pamela Howell
Special Counsel