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**FOR IMMEDIATE RELEASE**

## **THE WORLD'S FIRST CAFFEINE AND GUARANA INFUSED VODKA STIMULATES NEW YORK CONSUMERS WITH ITS ULTRA-PREMIUM QUALITY**

*The p.i.n.k. Spirits Company creates a brand new category of spirits*

p.i.n.k vodka, the first 80-proof ultra-premium vodka flawlessly infused with caffeine and guarana hit New York shelves this month, filling a void in the spirits category. Made from the finest handcrafted vodka from Holland, p.i.n.k. contains a flavorless caffeine and guarana formula that does not disrupt the vodka's exceptional quality.

With no added sugar, color, or carbohydrates, p.i.n.k. spirits can be enjoyed straight or used to create any cocktail. p.i.n.k. spirits' appeal is as universal as their versatility. Whether it is a p.i.n.k. Bloody Mary at brunch, a p.i.n.k. Martini on the golf course, or a p.i.n.k. vodka and cranberry at a trendy hot-spot, consumers can now - - for the first time - - enjoy their favorite cocktail, while experiencing the benefits of caffeine and guarana.

In New York, p.i.n.k. vodka will be distributed by Southern wine & Spirits.

p.i.n.k. vodka is first in the entire line of ultra-premium spirits marketed under the p.i.n.k. brand. The p.i.n.k. Spirits Company will introduce p.i.n.k. Tequila, Rum, Sake, White Whiskey, and Gin - - all with the flavorless infusion of caffeine and guarana - - by mid 2008.

David Mandell, the President, CEO, and founder of The p.i.n.k. Spirits Company, spent almost two years creating and perfecting the proprietary formula for p.i.n.k. spirits. Working with one of the leading flavoring companies in the country, Mandell developed a unique process to extract the natural intensity component from the guarana bean, while removing its native dark color and tart flavor. Guarana is a Brazilian bean that contains a natural form of caffeine. Every ounce to ounce-and-a-half of p.i.n.k. vodka contains the equivalent intensity of approximately  $\frac{1}{2}$  to  $\frac{3}{4}$  a cup of coffee or tea. p.i.n.k. vodka is specifically designed to provide an enjoyable drinking experience for the consumer without being over-powering.

p.i.n.k. vodka not only appeals to a younger consumer, who enjoys mixing energy drinks with vodka, but also appeals to baby-boomers, who commonly have a drink during dinner followed by a cup of coffee - - a practice no longer needed with p.i.n.k. spirits.

"We've created a truly versatile product with universal appeal," said Mandell. "p.i.n.k. vodka can be enjoyed on the rocks, mixed with soda, or shaken in martinis." Because the product is ultra-premium and unflavored, p.i.n.k. vodka appeals to every age range.

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To further convey the brand's sexy, cutting-edge image, Mandell commissioned The Bailey Group to design its 750 ml bottle, which is made by Saver Glass. They developed a bottle design and decoration that radiates a p.i.n.k. "glow" representing the intensity and spirit of the product. The bottle received the 2006 American Graphics Design Award for innovative packaging and the 2006 Beverage Dynamics Award for Best New Packaging as well as the 2007 Corporate Identity Award.

Saxco-Demptos, Inc. and Saga-Décor worked with The Bailey Group to produce the bottle, which uses a transparent white ceramic coating that creates a frosted look. The back panel is imprinted with a vibrant pink organic ink that fades into the frosted white inorganic coating. On the face panel the brand name, p.i.n.k, pops out in clear glass allowing a glow of pink color from the back to shine through.

The suggested retail price for a 750 ml bottle ranges from \$35-40.00 a bottle. For more information, go to [www.pinkspirits.com](http://www.pinkspirits.com)

The p.i.n.k. Spirits Company was founded in 2006 by and has 17 full time employees. p.i.n.k. vodka is currently distributed in 28 states. The Company plans to expand to 41 markets by first quarter 2008 and expects to be distributed in all 50 states by fourth quarter 2008.

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