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FOR IMMEDIATE RELEASE



The p.i.n.k. Spirits Company Announces New Hires *Company increases its ranks to meet 2008 demand for cutting edge spirits*

New York, NY (January 7, 2008) - The p.i.n.k. Spirits Company ("p.i.n.k. Spirits") today announced the hiring of five sales managers. This growth is a direct result of the increasing demand for p.i.n.k. vodka and its growing distribution. p.i.n.k. Spirits hired **Lisa Ann Brinkman**, Area Manager, Illinois and Wisconsin; **Victor Cole**, Area Manager, Florida; **Jennifer Holm**, Area Manager, Maryland and Delaware; **Jason Long**, Area Manager Pennsylvania and New Jersey; and **Christina Mohr**; Area Manager, District of Columbia and Virginia.

"Demand for p.i.n.k. Vodka is growing at an unprecedented pace." said p.i.n.k. Spirits President and CEO, David Mandell. "We're continuing to build a team as exceptional as the brand itself."

Before joining the p.i.n.k. Spirits Company, **Lisa Ann Brinkman** was the Marketing Manager, Chicago, Illinois for Southern Wine & Spirits, where she was responsible for the promotion and marketing of several brands, including Level Vodka, St-Germain Liqueur, and Pravda Vodka. **Victor Cole** was most recently the Florida State Manager for Soyuz-Victan, USA, where he was responsible for the launch and growth of Silk Vodka. Prior to joining Silk, Victor was Account Manager for Broward County, Southern Wine & Spirits Florida. **Jennifer Holm** comes to p.i.n.k. from Red Peg Marketing, where she was responsible for the marketing and promotion of p.i.n.k. vodka in Baltimore, Maryland. **Jason Long** most recently served as the State Marketing Manager, Pennsylvania and Delaware for Soyuz-Victan, USA, where he was responsible for the sales and marketing of Silk Vodka. Before that, Jason held sales positions with Allied Domeq, Diageo, and Guinness, UDV. **Christina Mohr** was the account coordinator for Red Peg Marketing, where she was responsible for the marketing and promotion of p.i.n.k. vodka in the District of Columbia.

The p.i.n.k. Spirits Company is the world's first producer of ultra-premium caffeine and guarana infused spirits. With no added sugar, color, carbohydrates, or preservatives, p.i.n.k. Spirits can be enjoyed straight or used to create any cocktail. p.i.n.k. vodka, the first 80-proof ultra-premium vodka flawlessly infused with caffeine and guarana was launched in New York on May 1, 2006. p.i.n.k. vodka is currently distributed in 35 states. The Company plans to expand to 41 markets by first quarter 2008 and expects to be distributed in all 50 states by 3rd quarter 2008. The p.i.n.k. Spirits Company will introduce p.i.n.k. Tequila, p.i.n.k. Rum, p.i.n.k. Sake, p.i.n.k. White Whiskey, and p.i.n.k. Gin - - all with the flavorless infusion of caffeine and guarana - - by mid 2008.

The suggested retail price for a 750 ml bottle of p.i.n.k. vodka is approximately \$39.99. To learn more about The p.i.n.k. Spirits Company, visit: www.pinkspirits.com

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