



Media Contact: Rembrandt Flores
Entertainment Fusion Group
(310) 432-0020 ext 101
rembrandt@efgpr.com
Angela Jones
(310) 432-0020 ext. 110
angela@efgpr.com

FOR IMMEDIATE RELEASE



The p.i.n.k. Spirits Company Announces New Hires

Company continues to increase its ranks to meet 2008 demand for cutting edge spirits

New York, NY (February 6, 2008) - The p.i.n.k. Spirits Company ("p.i.n.k. Spirits") today announced the hiring of two new 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 **Katherine Brock**, Area Manager, Texas and **Danny Fineman**, Area Manager, Florida.

"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, Katherine Brock was formerly an On-Premise Spirits Sales Representative for Republic Beverage in Texas, where she was responsible for the placement of Republic Spirits portfolio in restaurants, clubs, hotels, and bars. She was also responsible for executing staff trainings, incentives, and education as well as coordinating promotions for the suppliers.

Danny Fineman was an On-Premise District Sales Manager for Gold Coast Beverage Distributors in Florida, where he was responsible for a team of five sales members and for developing and implementing on-premise programs for their portfolio.

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 currently has 25 employees and is distributed in 36 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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