

**FOR IMMEDIATE RELEASE**

## **p.i.n.k. Vodka Listed For Sale in Pennsylvania**

*Only one of a handful of spirits chosen*

**New York, NY (February 13, 2007)** - p.i.n.k vodka, the world's first 80-proof ultra-premium imported vodka from Holland flawlessly infused with caffeine and guarana was listed for sale in Pennsylvania this week.

p.i.n.k. vodka was one of only a handful of spirits chosen to be listed for sale. As a control state, the Pennsylvania Liquor Control Board decides which spirits will be purchased and authorized for sale in the State.

"The State's decision further affirms our strong conviction that we've created revolutionary product with universal appeal," said David Mandell, President & CEO of The p.i.n.k. Spirits Company. "We're looking forward to bringing p.i.n.k. vodka to Pennsylvania in a big way and meeting the unprecedented demand for our product."

Mandell is a native of Pennsylvania, who was born and raised in Germantown, Philadelphia. A former corporate litigator with Blank Rome, LLP, graduate of The Beasley School of Law at Temple University and William Penn Charter High School in East Falls, Philadelphia, Mandell went on to become the Chief of Staff of the Federal Aviation Administration in Washington, DC. He launched The p.i.n.k. Spirits Company in May 2006, which has quickly grown to 12 employees and is experiencing surging sales in more than 10 states.

p.i.n.k. vodka is the world's first 80-proof ultra-premium vodka from Holland, handcrafted from 100 percent wheat, distilled five times, and infused with caffeine and guarana. p.i.n.k. vodka contains no added flavor, sugar, color, or carbohydrates. 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, and Gin by mid 2007.

The retail price for p.i.n.k. vodka in Pennsylvania will be \$39.99 and is expected to hit the shelves in March. For more information, go to [www.pinkspirits.com](http://www.pinkspirits.com).

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