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FOR IMMEDIATE RELEASE



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

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

New York, NY () - The p.i.n.k. Spirits Company ("p.i.n.k. Spirits") today announced the hiring of Sam DiNardo as its new Southeastern Regional Manager. The position is needed to meet the growing demand and expanding distribution of p.i.n.k. Spirits.

"Demand for p.i.n.k. Vodka is growing at a tremendous 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."

Sam DiNardo comes to p.i.n.k. Spirits with 28 years of sales and marketing experience in the beverage alcohol industry. Before joining The p.i.n.k. Spirits Company, Sam DiNardo was formerly Southeastern Regional Manager for Dos Lunas Tequila. Prior to that, Sam held senior sales positions at Barton Brands, Brown Forman, Todhunter Imports, and Seagrams, where he was responsible for brands such as Cruzan Rum, Effen Vodka, Jack Daniels, and Mumm Champagne.

The p.i.n.k. Spirits Company was founded in 2006 and is the world's first producer of ultra-premium caffeine and guarana infused spirits. 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. 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 36 states and plans to expand to 41 markets by first quarter 2008 and expects to be distributed in all 50 states by fourth quarter 2008.

The p.i.n.k. Spirits Company recently announced the launch of the world's first ultra-premium, imported Rum, Tequila, Gin, Sake and White Whiskey all of which are infused like its award winning predecessor p.i.n.k. Vodka with flavorless caffeine and guarana. The suggested retail price for a 750 ml bottle of p.i.n.k. Vodka is \$39.99 a bottle, and with the new line of products retailing between \$30 - \$45. To learn more about The p.i.n.k. Spirits Company, visit: www.pinkspirits.com

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