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THE WORLD'S FIRST CAFFEINE AND GUARANA INFUSED VODKA WILL NOW STIMULATE CONSUMERS IN AUSTRALIA

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

New York, NY (June 16, 2008) – p.i.n.k vodka, the first 80-proof ultra-premium vodka flawlessly infused with caffeine and guarana, becomes available in Australia in July filling a void in the spirits industry. Made from the finest handcrafted vodka from Holland, p.i.n.k. vodka contains a flavorless caffeine and guarana formula that does not disrupt the vodka's exceptional quality.

"For more than a year, we've been bombarded by requests for p.i.n.k. vodka in Australia," said David Mandell, President & CEO of The p.i.n.k. Spirits Company. "We've now selected a tremendous partner to help us introduce the brand."

p.i.n.k. spirits will be imported and distributed by Global Beverage Marketers, one of the leading alcoholic beverage importers in Australia.

"The response to p.i.n.k. vodka has been overwhelming," said Marius Mierzejewski, the International Sales Manager for Global Beverage Marketers. "p.i.n.k. vodka, and it's exciting components, are tailor made for the Australian market."

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 is not overly-caffeinated, rather it is designed to create a pleasurable drinking experience. 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 37 states and 3 international markets and plans to be distributed in all 50 states by fourth quarter 2008.

The p.i.n.k. Spirits Company received a number of top industry awards, including the coveted 2008 "Rising Star" Growth Brand Award by The Beverage Information Group for the overall performance of p.i.n.k. vodka in 2006 and 2007. Wine Enthusiast Magazine recently rated p.i.n.k. vodka as a "Superb" spirit giving it a Highly Recommended 90-95 rating and naming p.i.n.k. one of The Top 50 Spirits of 2007. p.i.n.k. was also presented with an astounding 11 Beverage Dynamics Advertising & Promotions Awards, including five 1st place honors, and received the highly coveted American Graphic Design Award for bottle design.

The p.i.n.k. Spirits Company recently announced the launch of the world's first, ultra-premium imported Rum, Tequila, Gin, White Whiskey, and Sake 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 U \$39.99 a bottle, and with the new line of products retailing between US \$30 - \$45. To learn more about The p.i.n.k. Spirits Company, visit:

www.pinkspirits.com

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