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**The p.i.n.k. Spirits Company Crushes the Competition
Wins Nine Beverage Dynamics Advertising & Promotions Awards**
p.i.n.k. Spirits Co. brings home top honors for 3rd year in a row

New York, NY (September 30, 2008) – The Beverage Information Group announced today that The p.i.n.k. Spirits Company was presented with an astounding, nine Beverage Dynamics Advertising & Promotions Awards for 2008.

The Company received top honors in the following categories: Website, Direct Mail Promotional Piece, Holiday Advertisement, Trade Advertisement, Special Video, Press Release, Specialty Menu, and Web Advertisement.

“It’s a tremendous honor to see our marketing efforts receive such prestigious recognition,” said David Mandell, President & CEO of The p.i.n.k. Spirits Company. “We take great pride in producing sales tools that are as innovative and beautiful as our brand.”

The 24th Annual Beverage Dynamics awards highlight a broad array of innovative merchandising and advertising programs in the distilled spirits industry. Last year, The p.i.n.k. Spirits Company received 11 Advertising and Promotional Awards from the Beverage Information Group. .

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, 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 41 states. 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 early 2009.

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

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