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The p.i.n.k. Spirits Company Crushes the Competition Wins Eleven Beverage Dynamics Advertising & Promotions Awards

p.i.n.k. Spirits Co. brings home five first place honors

New York, NY (November 12, 2007) – The Adams Beverage Group announced today that The p.i.n.k. Spirits Company was presented with an astounding, eleven Beverage Dynamics Advertising & Promotions Awards for 2007.

Five 1st Place Awards were bestowed upon p.i.n.k. spirits, including Best Recipe Book, Best Back-Bar Glorifier, Best Drink Menu, Best Gift-Set, and Best Premium Item.

“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 23rd Annual Beverage Dynamics awards highlight a broad array of innovative merchandising and advertising programs in the distilled spirits industry. In addition to the first place honors, The p.i.n.k. Spirits Company also ranked a respected Second Place finish for Best Print Ad, Trade; Second and Third Place for Best Holiday Ad, Trade; Second Place, Bottle Necker/Hang Tag; Second Place, Floor Bin or Rack; Second Place, Poster; and Third Place, Special Video.

This past year, The p.i.n.k. Spirits Company also won the 2007 Corporate Identity award, the 2006 American Graphic Design Award, and two 2006 Beverage Dynamics Awards.

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 35 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 is approximately \$39.99. To learn more about The p.i.n.k. Spirits Company, visit: www.pinkspirits.com

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