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THE P.I.N.K. SPIRITS COMPANY UNVEILS ENTIRE PORTFOLIO OF ULTRA-PREMIUM, CAFFEINE AND GUARANA INFUSED SPIRITS

*p.i.n.k. Spirits completes category with five new products
Tequila, Rum, White Whiskey, Gin, and Sake*

New York, NY (February 25, 2008) –The p.i.n.k. Spirits Company 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.

With no added sugar, color, carbohydrates, or preservatives, the p.i.n.k. spirits brands can be enjoyed straight or used to create any cocktail. Be it a p.i.n.k. Margarita, a p.i.n.k. Mojito, p.i.n.k. Manhattan, or a p.i.n.k. Gin Fizz, consumers can now - - for the first time - - enjoy all of their favorite cocktails, while experiencing the benefits of caffeine and guarana.

“We created a completely new category of spirits with the launch of p.i.n.k. vodka. As a result of its tremendous success we’ve created the entire portfolio.” said David Mandell, President & CEO of The p.i.n.k. Spirits Company. “Our new spirits are truly versatile with universal appeal.”

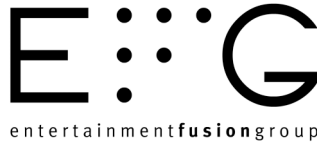
p.i.n.k. Spirits not only appeal to a younger consumer, but they also attract the baby-boomers, who commonly have a drink during dinner followed by a cup of coffee - - a practice no longer needed with a p.i.n.k. spirit. The p.i.n.k. brands are specifically designed to create a pleasurable drinking experience without being overly powerful. Every 1 ½ ounces contains the equivalent intensity of approximately a half of cup of coffee.

p.i.n.k. tequila

p.i.n.k. tequila is the world’s first 80 proof, ultra-premium, imported tequila made from 100%, all estate grown, Blue Weber Agave, triple distilled, and infused with caffeine and guarana. p.i.n.k. tequila is produced and bottled in Guadalajara, Mexico by La Cofradia - - one of the most prestigious tequila manufacturers. The

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p.i.n.k. Spirits Company worked closely with La Cofradia for over eight months to produce the unique recipe for p.i.n.k. tequila, which resulted in the creation of a smooth, crystal clear tequila.

p.i.n.k. rum

p.i.n.k. rum is the world's first 80 proof, ultra-premium white rum, imported from Holland, distilled from the finest black strap sugarcane molasses, and infused with caffeine and guarana. The recipe for p.i.n.k. rum was developed by one of the world's most renowned rum blenders in Holland and contains a blend of 3-to-5 year ultra-premium aged rums from the Caribbean.

p.i.n.k. white whiskey

p.i.n.k. white corn whiskey is the world's first 80 proof ultra-premium, clear whiskey, imported from Holland, made from 100% corn, and infused with caffeine and guarana. This smooth, unaged whiskey is produced in single batches and copper pot distilled.

p.i.n.k. sake

p.i.n.k. sake is the world's first, ultra-premium, imported Honjoso Sake, infused with caffeine and guarana. Produced by the renowned, family owned Artesian Sake distillery in Nishinomiya, Japan, p.i.n.k. sake is made from small batches of fermented rice, which is pressed, filtered, blended, and pasteurized once.

p.i.n.k. gin

p.i.n.k gin is the world's first, 80-proof, ultra-premium London dry gin, imported from Holland, and infused with caffeine and guarana. Produced in England using a single column copper still, this smooth gin contains internal dishes of juniper berries, lemon zest, cucumber, heather, lilac, violets, and cardoon rest.

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The p.i.n.k. Spirit's Company has received a number of top industry awards. 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 coveted, American Graphic Design Award for bottle design.

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 suggested retail price for a 750 ml bottle is \$39.99 a bottle, 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