



Media Contact: Rembrandt Flores
Entertainment Fusion Group
(310) 432-0020 ext 101
Rembrandt@efgpr.com
Angela Jones
(310) 432-0020 ext. 110
angela@efgpr.com

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THE P.I.N.K. SPIRITS COMPANY AWARDED RISING STAR BRAND BY THE BEVERAGE INFORMATION GROUP

p.i.n.k. vodka chosen as one of the hottest brands in the industry

New York, NY (March 12, 2008) – The p.i.n.k. Spirits Company was awarded the coveted “Rising Star” Growth Brand Award by The Beverage Information Group for the overall performance of p.i.n.k. vodka in 2007. As the world’s first ultra-premium, 80 proof, imported vodka from Holland infused with a flavorless caffeine and guarana, p.i.n.k. vodka grew nearly 450% from 2006 to 2007 and has sold over 32,000 cases.

Each year, the Beverage Information Group (formerly known as The Adams Beverage Group) pinpoints the fastest growing and most promising brands in the industry by compiling a statistical overview of the wine and spirits segments. The esteemed organization chooses spirits that show the most explosive growth, demonstrate consistent growth, and brands that rise through the ranks more quickly than others.

“The performance of p.i.n.k vodka exceeded our expectations in 2007,” said David Mandell, President & CEO of The p.i.n.k. Spirits Company. “The Rising Star Award not only recognizes the acceptance of the p.i.n.k. vodka brand but also the creation of a completely new category of spirits.”

The p.i.n.k. Spirits 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 highly 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. 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, 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 \$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

los angeles : 8899 beverly boulevard · suite 412 · west hollywood · ca 90048 · p 310.432.0020
new york : 19 union square west · floor 8 · new york · ny 10003 · p 646.530.8555

www.efgpr.com