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**FOR IMMEDIATE RELEASE**

## **THE P.I.N.K. SPIRITS COMPANY AWARDED FOUR MEDALS AT THE 2008 SAN FRANCISCO WORLD SPIRITS COMPETITION**

*p.i.n.k. vodka, tequila, gin, and rum receive top honors*

**New York, NY** (March 20, 2008) – The p.i.n.k. Spirits Company has been awarded four medals at the 2008 San Francisco World Spirits Competition. From hundreds of entries, the recently launched p.i.n.k. Tequila and Gin along with their predecessor, p.i.n.k. Vodka received Silver Medals, and p.i.n.k. Rum (also new to the market) was awarded the Bronze Medal.

The San Francisco World Spirits Competition is the first comprehensive, international spirits judging ever held in the United States on an annual basis. Founded in 2000 by the San Francisco International Wine Competition Executive Director, Anthony Dias Blue, and the organization's Managing Director, Carol Seibert, the World Spirits Competition recognizes the finest brands the industry has to offer.

"We are proud to receive such esteemed recognition for the quality of our spirits," said David Mandell, President & CEO of The p.i.n.k. Spirits Company. "We have an exceptional brand, and we are truly honored to be side-by-side with the finest products in the industry."

The p.i.n.k. Spirit's Company has received a number of top industry awards. The Beverage Information Group recently presented The p.i.n.k. Spirits Company with a coveted 2008 "Rising Star" Growth Brand Award for the performance of p.i.n.k. vodka in 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 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 p.i.n.k. Spirits Company recently announced the launch of the world's first ultra-premium, imported Rum, Tequila, Gin, Sake and White Whiskey 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](http://www.pinkspirits.com)

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