



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

FOR IMMEDIATE RELEASE

THE WORLD'S FIRST CAFFEINE AND GUARANA INFUSED VODKA NOW STIMULATING CONSUMERS OVERSEAS

The p.i.n.k. Spirits Company creates a brand new category of spirits in Tel Aviv, Israel

p.i.n.k vodka, the first 80-proof ultra-premium vodka flawlessly infused with caffeine and guarana, becomes available in Israel in February filling a void in the spirits category. Made from the finest handcrafted vodka from Holland, p.i.n.k. contains a flavorless caffeine and guarana formula that does not disrupt the vodka's exceptional quality.

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. spirits' appeal is as universal as their versatility. Whether it is a p.i.n.k. Bloody Mary at brunch, a p.i.n.k. Martini on the golf course, or a p.i.n.k. vodka and cranberry at a trendy hot-spot, international consumers can now - - for the first time - - enjoy their favorite cocktail, while experiencing the benefits of caffeine and guarana.

"The demand for p.i.n.k. vodka internationally has been overwhelming," said David Mandell, President and CEO of The p.i.n.k. Spirits Company. "We are very pleased to begin our overseas expansion in Israel."

In Israel, p.i.n.k. vodka is distributed by L. Spirits LTD. www.lspirits.com

p.i.n.k. vodka is the first in the entire line of ultra-premium spirits marketed under the p.i.n.k. brand. The p.i.n.k. Spirits Company will introduce p.i.n.k. Tequila, Rum, Sake, White Whiskey and Gin - - all with the flavorless infusion of caffeine and guarana - - by mid 2008.

David Mandell, the President, CEO, and Founder of The p.i.n.k. Spirits Company, spent almost two years creating and perfecting the proprietary formula for p.i.n.k. spirits. Working with one of the leading flavoring companies in the country, Mandell developed a unique process to extract the natural intensity component from the guarana bean, while removing its native dark color and tart flavor. Guarana is a Brazilian bean that contains a natural form of caffeine. Every ounce to ounce-and-a-half of p.i.n.k. vodka contains the equivalent intensity of approximately ½ to ¾ a cup of coffee or tea. p.i.n.k. vodka is specifically designed to provide an enjoyable drinking experience for the consumer without being over-powering.

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



p.i.n.k. vodka not only appeals to a younger consumer, who enjoys mixing energy drinks with vodka, but also appeals to baby-boomers, who commonly have a drink during dinner followed by a cup of coffee - - a practice no longer needed with p.i.n.k. spirits.

“We’ve created a truly versatile product with universal appeal,” said Mandell. “p.i.n.k. vodka can be enjoyed on the rocks, mixed with soda, or shaken in martinis.” Because the product is ultra-premium and unflavored, p.i.n.k. vodka has widespread appeal.

To further convey the brand’s sexy, cutting-edge image, Mandell commissioned The Bailey Group to design its 750 ml bottle, which is made by Saver Glass. Saxco-Demptos, Inc. and Saga-Décor worked with The Bailey Group to produce the bottle, which uses a transparent white ceramic coating that creates a frosted look. The back panel is imprinted with a vibrant pink organic ink that fades into the frosted white inorganic coating. On the face panel the brand name, p.i.n.k, pops out in clear glass allowing a glow of pink color from the back to shine through.

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 and decoration which radiates a p.i.n.k. “glow” representing the intensity and spirit of the product.

The suggested retail price for a 750 ml bottle ranges from \$39.99 a bottle. For more information, go to www.pinkspirits.com

The p.i.n.k. Spirits Company was founded in 2006 by and has nearly two dozen full time employees. p.i.n.k. vodka is currently distributed in 30 states. The Company plans to expand to 41 markets by first quarter 2008 and expects to be distributed in all 50 states by fourth quarter 2008.

###