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**FOR IMMEDIATE RELEASE**



**p.i.n.k. Vodka Named One of the Top Spirits of 2007**  
*p.i.n.k. Vodka Rated as a "Superb" Spirit by Wine Enthusiast Magazine*

**New York, NY (December 10, 2007)** – Wine Enthusiast Magazine has recently selected p.i.n.k. Vodka as one of The Top 50 Spirits of 2007.

Paul Pacult, world renowned Mixologist and Spirits Tasting Director for Wine Enthusiast Magazine, selected p.i.n.k. vodka out of 250 alcoholic beverages. "These 50 spirits are the very best of what I sampled in 2007 and are libations that deserve more of your attention," says Pacult.

Wine Enthusiast Magazine classified p.i.n.k. vodka as "Superb," giving it a Highly Recommended 90-95 rating.

David Mandell, President & CEO of The p.i.n.k. Spirits Company noted that "It's a tremendous honor to receive such prestigious recognition from Wine Enthusiast and Paul Pacult."

This award is just the latest of the many accolades received by The p.i.n.k. Spirits Company this year. p.i.n.k. Spirits also took home an astounding 11 Beverage Dynamics Awards, which highlighted a broad array of innovative merchandising and advertising programs in the distilled spirits industry. The p.i.n.k. Spirits Company was also awarded the 2007 Corporate Identity Award and the 2007 Creative 37 Award.

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, carbohydrates, or preservatives, 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. Currently receiving distribution 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 3<sup>rd</sup> 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](http://www.pinkspirits.com)

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