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## **The p.i.n.k. Spirits Company Launches “Caffeinated” Website**

*p.i.n.k. Spirits yet again raises the bar in the distilled spirits category*

**New York, NY** (December 17, 2007) – With over six months in development, The p.i.n.k. Spirits Company announced today the launch of a new website that incorporates a level of design and functionality that has yet to be seen in the distilled spirits category.

The website, [www.pinkspirits.com](http://www.pinkspirits.com), enables the visitor to participate in the excitement that is inherent in the p.i.n.k. Spirits Brand by providing an exciting interactive experience. The site not only incorporates new educational tools for retail store owners, bartenders, account managers, and consumers, but it also provides up-to-the-minute details on p.i.n.k. events, breaking news, and latest happenings. The site also provides an enhanced search feature to locate p.i.n.k. spirits in any account in the country that sells the product, as well as enabling the visitor to purchase specially designed merchandise at the p.i.n.k. store.

Recently receiving several awards for its previous website and bottle design, including the 2007 Corporate Identity award, the 2006 American Graphic Design Award, and two 2006 Beverage Dynamics Awards, David Mandell, President & CEO of p.i.n.k. Spirits says, “We’ve once again raised the bar in the spirits industry by developing a site as revolutionary as our products. We’re now bringing the ‘p.i.n.k experience’ directly to the customer.”

The new, enhanced site will be updated daily and will also feature the latest p.i.n.k. events and national promotions.

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 28 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. 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.

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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