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The p.i.n.k. Spirits Company Featured on CNBC's "The Big Idea"

Donny Deutsch refers to p.i.n.k. vodka as a "home run."

New York, NY (October 18, 2007) –The p.i.n.k. Spirits Company President & CEO, David Mandell was featured this week on CNBC's "The Big Idea" with Donny Deutsch. Mandell, the former Chief of Staff of The Federal Aviation Administration, explains the story of how he and his team created the world's first ultra-premium, imported caffeine and guarana infused spirits.

"I come from the world of marketing, and I think this is a home run," said Deutsch. "This is a five million dollar business that is about to explode."

Click here to view the interview: <http://www.pinkspirits.com/bigidea.html>

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. As one of the fastest growing new spirits companies in the country with over 30,000 cases sold in its first full year, p.i.n.k. is currently distributed in 28 states and plans to expand to 41 markets by first quarter 2008 and 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

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