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FOR IMMEDIATE RELEASE

**Consumers Embrace the “Truth”:
Sobieski Vodka, Poland’s #1 Premium Vodka, Topples All Prior Records for a
New Spirit to Achieve the 255,000-Case Sales Milestone,
Continuing to Prove the Quality is in the Bottle, Not in the Price**

Dramatic Sales Growth Earns “Hot Brand” Award of the Year

PALM BEACH GARDENS, Fla., March 11, 2009 – Sobieski Vodka, Poland’s #1 premium vodka, today announced that the brand had broken all prior records for a newly-introduced spirit to reach the 255,000-case sales milestone, as of the end of calendar year 2008. Through its creative “Truth in Vodka” campaign, Sobieski Vodka urges consumers to focus on what’s in the bottle—authenticity, quality and heritage—not gimmicky marketing nor fancy packaging. This straightforward message debunks the myths surrounding overpriced vodka and has clearly resounded with consumers who have embraced this honest, back-to-basics spirit in record numbers.

Sobieski Vodka’s U.S. market success was documented by *Impact Magazine*, a leading spirits trade magazine, which recently published a summary of Sobieski Vodka’s sales, as well as a spirits market review. The magazine also named Sobieski Vodka as its “Hot Brand” Award winner for its outstanding achievements in sales and marketing in the beverage alcohol industry.

“We are honored to have Sobieski Vodka’s remarkable accomplishments recognized by this esteemed award,” said Chester Brandes, President and CEO, Imperial Brands, Inc., the exclusive importer of Sobieski Vodka and a wholly-owned subsidiary of Belvédère S.A. “Our sales success proves that consumers are taking our truthful message to heart, namely, that they don’t have to pay a king’s ransom for a premium quality vodka. The recent figures by the Distilled Spirits Council (DISCUS) support our success trajectory --- premium vodkas are up strongly and super-premiums have slipped. We are one step closer to achieving our goal of being the fastest new vodka brand to reach the one million-case sales milestone.”

“Especially during these difficult economic times, now more than ever, consumers are seeking a premium vodka that is affordable,” said Timo Sutinen, V.P. of Marketing and Business Development, Imperial Brands, Inc. “In 2009, we will continue to ‘spread the truth’ to an even wider audience through our strategic integrated marketing campaign to help consumers overthrow the tyranny of overpriced vodkas. In addition, we plan to extend the Sobieski brand to include unique, naturally-flavored vodkas that will please both consumers and the mixology community...so stay tuned.”

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About Sobieski Vodka

Sobieski Vodka, the #1 premium vodka in Poland and one of the world's bestselling and fastest growing vodka brands, makes no compromises on quality and exemplifies the height of Polish craftsmanship and authenticity. Building on a noble heritage, Sobieski Vodka is produced exclusively from the revered Dankowski rye at a distillery dating back to 1846.

In summer 2007, Sobieski Vodka launched its "Truth in Vodka" campaign, declaring that consumers don't have to pay a king's ransom to get superb vodka. Their back-to-basics approach to marketing, which focuses on what goes in the bottle—tradition, heritage, authenticity and taste—is in marked contrast to competitors who rely on lavish packaging and gimmicky ad campaigns that have resulted in a deluge of overpriced vodkas.

In fall 2007, Sobieski Vodka was ranked the #1 vodka in the premium category by the Beverage Testing Institute (BTI) in a blind-tasting of 108 vodkas, the largest review of vodkas in its history, and earned a Gold Medal and Best Buy Award. It was also ranked #1 in a blind-tasting of 25 major international vodka brands conducted by *La Revue du Vin de France*, one of France's top wine and spirits publications. Sobieski Vodka's suggested retail price is \$10.99 for a 750 ml bottle and \$19.99 for a 1.75 liter bottle. For more information, please visit www.vodkasobieski.com.

About Imperial Brands, Inc.

Imperial Brands, Inc. is an importer and marketer of distinctive wines and spirits. Headquartered in Palm Beach Gardens, Fla., it is a U.S. subsidiary of Belvédère S.A., one of Europe's largest producers and distributors of white spirits and wines. Belvédère S.A. operates production and distribution units in Poland, France, Bulgaria, Lithuania and the U.S. and additionally owns subsidiaries in Russia, Canada, Spain, Scandinavia and Brazil. Belvédère S.A. purchased Marie Brizard & Roger International in July 2006.

Imperial Brands, Inc. also owns Florida Distillers Co., which has two production facilities located in Florida. This provides bottling capacity of 5 million (9-liter) cases of distilled spirits for the company and a base on which to coordinate its expansion across the U.S. For more information, please visit: www.ibrandsinc.com.

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