



Media Contact: Jennifer Pearson
The Gab Group
561-750-3500
jennifer@thegabgroup.com

**Imperial Brands, Inc. Introduces 4 Orange Premium Vodka, the World's First and Only Vodka
Distilled from Pure Florida Oranges**
"4 Orange, 4 Florida" Brand Campaign Launched

FOR IMMEDIATE RELEASE:

Palm Beach Gardens, Fla. (October 12, 2009) – The Sunshine State will now be home to the world's first vodka you can 'squeeze' – 4 Orange Premium Vodka – a super-premium vodka distilled exclusively from pure Florida oranges. Crafted at Florida's first registered distillery, Florida Distillers Company, this revolutionary orange-based vodka embodies the essence of Florida. 4 Orange is distilled from 100% orange spirits derived from four unique Florida orange varieties – Hamlin, Parson Brown, Temple and Valencia.

One 750 ml bottle of 4 Orange contains approximately twenty Florida oranges. With its bright notes and fresh citrus distillation base, 4 Orange will take you on a trip to Florida's grove stands. Subtle flavor notes of sweet orange and tangy marmalade will tantalize the palate. This 80-proof spirit can be enjoyed neat, on the rocks or mixed in cocktails.

4 Orange will have a suggested retail price of \$24.99 for a 750ml bottle, and will be available at select Florida retailers, restaurants and Miami International Airport's duty free stores beginning October 1, 2009. It will launch in Orlando International Airport's duty free stores later this year. A full print, billboard and social media brand campaign promoting "4 Orange, 4 Florida" will support its launch in addition to statewide product samplings.

"The French have their grapes and fine wine, and now Florida will have its first orange-distilled vodka," says Chester Brandes, President and CEO of Imperial Brands Inc., the creator of 4 Orange Vodka which is a wholly owned subsidiary of Belvedere, S.A. "Not only will consumers welcome 4 Orange's grove stand-fresh top notes and unique distillation process, they'll feel great knowing that each sip helps support Florida's local economy and citrus growers."

"4 Orange is a truly innovative, versatile product that is bound to excite consumers and retailers alike," adds Timo Sutinen, Vice President, Marketing and Business Development of Imperial Brands, Inc.

4 Orange's iconic bottle design is both vibrant and elegant. Arriving in a tall frosted bottle, it features a circular glass front peephole design depicting a Florida citrus grove and a brand icon that features 4 oranges.



Each bottle is marked with an authentic “From Florida” logo that depicts a sun over land and water. Provided by the Florida Department of Agriculture’s Florida Agricultural Promotional Campaign, it denotes to consumers that 4 Orange is derived from Florida agricultural products.

For more information, please visit www.4orangevodka.com or contact Jennifer Pearson at The Gab Group, 561-750-3500 or jennifer@thegabgroup.com.

About Imperial Brands, Inc.

Imperial Brands, Inc. is an importer and marketer of fine wines and spirits headquartered in Palm Beach Gardens, FL. The company entered the spirits market in 2007 when it successfully introduced Sobieski Vodka to the U.S., which is currently one of the top selling vodkas in the world. Imperial Brands, Inc. owns Florida Distillers Co. with two production facilities located in Florida where 4 Orange Premium Vodka is made. Belvédère S.A. operates production and distribution units in Poland, France, Bulgaria, Lithuania and the United States and additionally owns subsidiaries in Russia, Canada, Spain, Scandinavia and Brazil. For more information, visit www.ibrandsinc.com.

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