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**FOR IMMEDIATE RELEASE**

**Imperial Brands, Inc. Launches Importing/Marketing Company  
with the Introduction of Sobieski Vodka to U.S. Market**

**Premium Polish Vodka to Be the Flagship Brand in a  
Growing Portfolio of Spirits, Wines and Specialty Food Items**

**PALM BEACH GARDENS, Fla., July 11, 2007** – Imperial Brands, Inc., a U.S. subsidiary of Belvédère S.A., announced the launch of their importing/marketing company under the leadership of President and CEO Chester Brandes, a 32-year veteran of the international spirits and wine industry. Headquartered in Palm Beach Gardens, Florida, Imperial Brands, Inc. will bring the finest and most distinctive spirits and wines to U.S. consumers. The initial focus of Imperial Brands, Inc. will be the launch of Sobieski Vodka in top markets in America, beginning in August 2007. Sobieski Vodka is the #1 premium vodka in Poland and world's #7 best-selling premium vodka at 2.2 million cases.

“This is an exciting time for Imperial Brands. With strong support from our parent company, Belvédère S.A., we are ready to bring our premium brand portfolio to the American market,” said Brandes, who founded Imperial Brands, Inc. in January 2007. “We are especially excited about introducing Sobieski Vodka, the #1 selling premium vodka in Poland and our flagship brand, to the U.S.”

Supporting Mr. Brandes is a team of spirits industry experts in marketing and sales that includes Bob Reider, V.P. National Sales Manager; Timo Sutinen, V.P. Marketing; Nick McKelvey, V.P. Eastern Division; Mike Meany, V.P. Southern Division; Tom Steiner, V.P. Central Division; John Mulvey, V.P. Plain States; and, Jim Lloyd, V.P. Western Division.

Imperial Brands, Inc. is an importer and marketer of distinctive spirits, wines and specialty foods. 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, which operates production and distribution units in Poland, France, Bulgaria, Lithuania and the United States. Belvédère S.A. purchased Marie Brizard & Roger International in July 2006. Imperial Brands, Inc. also owns Florida Distillers Co., which has three production facilities located in Florida and Kentucky. This provides a production 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. Additionally, Imperial Brands, Inc.'s Gourmet and Specialty Division manufactures vinegars, cooking wines and other specialty items for the food industry. Imperial Brands, Inc.'s website may be visited at [www.ibrandsinc.com](http://www.ibrandsinc.com).

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