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**SOBIESKI VODKA AND MADISON SQUARE GARDEN
EXPAND THEIR MULTI-YEAR MARKETING AGREEMENT**

PALM BEACH GARDENS, Fla., – October 13, 2009 – Sobieski Vodka, Poland's #1 premium vodka, and Madison Square Garden, today announced the expansion of a multi-year marketing agreement that will offer Sobieski exposure across Madison Square Garden's unrivaled set of assets. Continuing the relationship established in March 2008, the Sobieski Vodka brand will be exposed to over four million people annually at more than 275 events, including New York Knicks and Rangers home games, at Madison Square Garden.

"Our expanded agreement with Sobieski Vodka offers a tremendous opportunity to continue to build Sobieski's brand by leveraging the magic of Madison Square Garden, and the passionate fan bases of the Knicks and Rangers," said Scott O'Neil, president, MSG Sports. "This is another example of the unparalleled brand exposure The Garden can offer companies that they could not receive anywhere else in the world."

"We are delighted to continue and expand our relationship with Madison Square Garden. Working with such a world-renowned entertainment landmark helps us reach out to more consumers and continue our mission to spread the 'Truth about Vodka'," said Chester Brandes, president and CEO, Imperial Brands, Inc., the exclusive U.S. importer of Sobieski Vodka.

As part of the agreement, Sobieski Vodka will have courtside signage at Knicks games and dasherboard signage for Rangers games as well as concourse level signage in Madison Square Garden. In addition, they will receive exposure on The Garden's 7th Avenue and 8th Avenue marquees, on MSG's collection of websites, as well as additional digital and static signage within the arena. This expanded agreement builds on an already successful relationship between Madison Square Garden and Sobieski Vodka.

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 the Starogard Gdanski distillery dating back to 1846.

In summer 2007, Sobieski Vodka launched its "Truth in Vodka" campaign in the U.S., 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, the Beverage Testing Institute (BTI) honored Sobieski Vodka with the 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. In 2008, the brand received the coveted Hot Brand Award from IMPACT Magazine. 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.truthinvodka.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 United States and additionally owns subsidiaries in Russia, Canada, Spain, Scandinavia, Turkey 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.

About Madison Square Garden

Madison Square Garden, L.P. is owned by Cablevision Systems Corporation and includes the New York Knicks (NBA); the New York Rangers (NHL); the New York Liberty (WNBA); the Hartford Wolf Pack (American Hockey League); MSG Entertainment, which includes concerts and events at Radio City Music Hall, Madison Square Garden, The WaMu Theater at Madison Square Garden, the Beacon Theatre, the legendary Chicago Theatre, as well as an exclusive co-booking agreement with the venerable Wang Theatre in Boston, and which manages wholly-owned live entertainment properties including the Radio City Rockettes and the Radio City Christmas Spectacular; MSG Media, which is comprised of television networks MSG and MSG Plus, MSG Interactive, which oversees all company wireless and online initiatives, and Fuse, the only national music television network; and the Madison Square Garden arena complex, located in the heart of the New York metropolitan area.

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