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SOBIESKI INFUSES TWO NEW FLAVORS INTO THE VODKA MARKET

Sobieski Cytron and Sobieski Vanilia Vodka Launch in the U.S.

PALM BEACH GARDENS, Fla., – September 23, 2009 – Imperial Brands, Inc., a wholly-owned subsidiary of Belvédère S.A, today announced the launch of Sobieski Cytron and Sobieski Vanilia. Noted for its quality, affordability, Polish craftsmanship and authenticity, the two new flavors are an extension of their flagship Sobieski vodka brand, the #1 premium vodka in Poland and one of the world's best-selling and fastest growing vodka brands.

Sobieski Vodka launched in the U.S. in 2007 with its "Truth in Vodka" marketing campaign that urges consumers to focus on what's in the bottle, rather than on gimmicky marketing techniques and overpriced packaging. This back-to-basics, anti-hype campaign helped Sobieski Vodka break the sales record for a newly-introduced spirit where in 2008, 255,000 cases of Sobieski were sold in the U.S. in the first full calendar year. The Imperial Brands management team is determined to reach its goal for Sobieski to become the fastest new vodka brand to reach the one million-case sales milestone.

"Recognizing the public and industry's demand for flavored vodka, we wisely selected two celebrated, yet pure and savory extensions," says Timo Sutinen, VP Marketing & Business Development, Imperial Brands, Inc. "We are delighted to add Cytron and Vanilia to the Sobieski family. They are exceptionally smooth vodkas with taste profiles incomparable to any other premium vodka brand."

Sobieski Vanilia and Cytron are authentic Polish vodkas made from the finest Dankowski Rye with natural vanilla and citrus flavor. Vanilia's colorless vodka has mellow brown sugar and hazelnut tones on the nose with a rich, buttery texture. A crystal clear spirit, Sobieski Cytron reveals a zesty and crisp nose. The bold, succulent taste leads to a fresh and irresistibly smooth finish.

Sobieski Vanilia and Sobieski Cytron vodkas are available nationwide at the suggested retail price of \$10.99 (750ml). For more information, including cocktail recipes, imagery and more, please visit truthinvodka.com, our Facebook fan page (Sobieski Vodka) and follow us on Twitter ([Twitter.com/Sobieski_Vodka](https://twitter.com/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.

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