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FOR IMMEDIATE RELEASE

**Sobieski Vodka, Poland's #1 Premium Vodka,
Enters U.S. Market to Overthrow the Tyranny of Overpriced Vodka**

“Truth-in-Vodka” Campaign Launched

PALM BEACH GARDENS, Fla., September 24, 2007 – Named after Poland's King Jan III Sobieski who saved Europe from the rampaging Ottoman Empire, Sobieski Vodka is entering the U.S. market to overthrow overpriced vodkas. The #1 premium vodka, in vodka's birthplace of Poland and the world's 7th bestselling and fastest growing international spirits brand 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. It is coming to market at a competitive price to dispel the notion that consumers have to spend a king's ransom to get premium quality vodka.

With a suggested retail price of \$10.99 for a 750 ml bottle and \$19.99 for a 1.75 liter bottle, Sobieski Vodka will be available this fall in major retail stores throughout the U.S. Its smoothness and crisp character can be equally appreciated chilled neat, on the rocks or mixed in cocktails, making it a perfect addition to the home bar.

“It's time vodka drinkers knew the truth about vodka,” said Chester Brandes, President and CEO of Imperial Brands, Inc., which is the sole importer of Sobieski Vodka and is a wholly-owned subsidiary of Belvédère S.A. “Consumers are spending between \$30 to \$60 a bottle for so-called super-premium vodkas. In essence, they are paying for fancy packaging and bloated marketing costs. It's time to get back to basics with an honest, premium vodka at a price that won't make consumers' heads swim. Sobieski Vodka delivers unparalleled quality at an affordable price.”

Sobieski Vodka is being introduced at a time when the vodka “wars” are raging. In 2006 alone, 60 brands of vodka were introduced by marketers seeking to capitalize on the category's explosive growth, according to Adams Beverage Group. Vodkas have been launched in a staggering number of flavors and are being distilled from untraditional ingredients, like grapes. In this cluttered marketplace, companies are resorting to marketing gimmicks that focus on image rather than what's in the bottle itself. As a result, consumers have become confused as to what exactly vodka is and why they are paying astronomical prices that seem unrelated to what is in the bottle.

“Sobieski Vodka can go head-to-head against competitors' vodkas that charge double or triple the price. We welcome consumers to taste Sobieski Vodka and decide for themselves,” added Brandes.

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About Imperial Brands, Inc.

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.

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