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**IMPERIAL BRANDS, INC. RETAINS THE GAB GROUP FOR LAUNCH AND PROMOTION OF FIRST VODKA BRAND MADE FROM FLORIDA ORANGES**

**BOCA RATON, Fla., – July 6, 2009** – Imperial Brands, Inc., a U.S. subsidiary of Belvédère S.A., has retained Boca Raton-based, award-winning PR firm The Gab Group to launch and market a new, one-of-a-kind vodka made from Florida oranges, crafted in Florida. 4 Orange Premium Vodka will be a super-premium product distilled from four distinct varieties of Florida oranges. The brand will be introduced to duty free, off-premise retailers and Florida restaurants later this year.

“We are excited to promote such an innovative vodka brand that will encompass world-class quality with homage given to Florida heritage,” says Michelle Soudry, The Gab Group PR Director.

“We chose The Gab Group to promote 4 Orange Premium Vodka because of their out-of-the-box public relations creativity and for the agency’s ability for superior in-house design work, branding, media relations and event capabilities,” explains Vice President, Marketing and Business Development of Imperial Brands, Inc. Timo Sutinen.

“It was imperative for us to have a well-rounded PR firm with a proven track record and a strategic mind-set to launch this phenomenal brand that will captivate Floridians and global markets,” said Timo.

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 will be 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, Turkey and Brazil. For more information, visit [www.ibrandsinc.com](http://www.ibrandsinc.com).

The 4 Orange Premium Vodka campaign will consist of a multi-city introduction in key beverage markets with various tasting events and a subsequent advertising campaign. For more information, contact Jennifer Pearson at The Gab Group, 561-750-3500 or email [jennifer@thegabgroup.com](mailto:jennifer@thegabgroup.com)

**About The Gab Group**

Founded in 2004, The Gab Group is a unique brand communications agency specializing in streamlined services for local and national lifestyle accounts. The agency’s broad scope of services includes brand-focused PR, creative marketing and exceptional special events. For more information, visit [www.thegabgroup.com](http://www.thegabgroup.com).

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