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FOR IMMEDIATE RELEASE

**Madison Square Garden and Sobieski Vodka, Poland's #1 Premium Vodka,
Announce A Multi-Year Marketing Agreement
Effective March 1, 2008**

PALM BEACH GARDENS, Fla., March 6, 2008 – Madison Square Garden and Sobieski Vodka, Poland's #1 premium vodka that recently launched in the U.S., today announced a multi-year marketing agreement encompassing Madison Square Garden and Radio City Music Hall, effective March 1, 2008. Sobieski Vodka will be exposed to more than four million people annually during over 275 events, including New York Knicks and Rangers home games and Radio City Music Hall's famous Christmas Spectacular.

“At Madison Square Garden we are proud to offer our clients distinctive marketing solutions that present extraordinary value and brand exposure,” said Michael Guth, executive vice president of sales and marketing for MSG Media. “This agreement with Sobieski Vodka is a great example of creating a customized solution that helps to build their brand by leveraging the magic of two of our famed venues, The Garden and Radio City.”

“Sobieski is already the number one premium vodka in Poland and one of the biggest vodka brands worldwide. Our goal is to gain major brand exposure in the U.S. Working with Madison Square Garden, an internationally-recognized, prestigious entertainment landmark, is precisely the kind of visibility that we want with our ideal target audience,” said Chester Brandes, president and CEO, Imperial Brands, Inc., the exclusive U.S. importer of Sobieski Vodka and a wholly-owned subsidiary of Belvédère Group, S.A. “Sobieski will be displayed on marquees, billboards, LED boards, and in advertising materials and we expect Sobieski Vodka's brand awareness in the New York market—and beyond—to skyrocket.”

About Sobieski Vodka

Sobieski Vodka, the #1 premium vodka in Poland and the world's #7 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.

Recently, Sobieski Vodka earned a Gold Medal and Best Buy award and was rated the #1 premium vodka in a blind-tasting of 108 vodkas, the largest review of vodkas in its history from the Beverage Testing Institute and was ranked #1 in a blind tasting conducted among 25 major vodka brands by one of France's top wine and spirits publication, *La Revue du Vin de France*. Its suggested retail price of \$10.99 for a 750 ml bottle and \$19.99 for a 1.75 liter bottle dispels the notion that consumers have to spend a king's ransom to get a premium quality vodka. For more information, please visit www.vodkasobieski.com.

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About MSG Media

MSG Media is an industry leader in production and content development for all broadcast and digital platforms. Television networks MSG and FSNY telecast over 500 live professional and collegiate sporting events a year along with a full slate of Emmy Award-winning original programs. Also under the MSG Media umbrella are the MSG Interactive, and Sponsorship and Advertising Sales divisions. MSG Media is part of Madison Square Garden, L.P., which 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, and the Beacon Theatre; fuse, the music television network; and the Madison Square Garden arena complex, located in the heart of the New York metropolitan area.

About Imperial Brands, Inc.

Imperial Brands, Inc. is an importer and marketer of distinctive spirits, including Sobieski Vodka, Poland's #1 premium vodka, as well as 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 U.S. and owns subsidiaries in Russia, Canada, Spain, Scandinavia and Brazil. 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 their 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.

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