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FOR IMMEDIATE RELEASE

**Sobieski Vodka, Poland's #1 Premium Vodka,
Named as the Official Vodka of 51st Annual New York Emmy Awards
On April 6, 2008**

PALM BEACH GARDENS, Fla., April 6, 2008 – Sobieski Vodka, Poland's #1 premium vodka, was chosen as the official vodka of the star-studded 51st Annual New York Emmy Awards, which were held at the Marriott Marquis Hotel in New York City on April 6, 2008. Every celebrity VIP, including award presenters, nominees and winners, was presented with a goody bag that included a bottle of Sobieski Vodka, distilled from 100 percent Dankowski rye, to enjoy at home chilled, on the rocks, in a classic martini or their favorite cocktail.

“As a newcomer to the U.S. market, we were particularly honored to be chosen as the official vodka for one of the most prestigious news and entertainment award events of the year,” said Timo Sutinen, VP Marketing and Business Development of Imperial Brands, Inc., a wholly-owned U.S. subsidiary of Belvédère Group S.A. that is the exclusive importer of Sobieski Vodka. “We raise our glasses to toast the nominees and the winners. That said, I think everyone was a winner this year at the New York Emmy Awards with Sobieski Vodka.”

Some of the winner highlights include the MSG Network, which took home a total of 18 awards, nine of them for “The 50 Greatest Moments at Madison Square Garden” series and the NYC-TV Network, which took 12 awards for various programming including “Cool in Your Code” and “Secrets of New York.” Award presenters included Jodi Applegate from FOX-5's “Good Day New York,” Nicole Fiscella, star of “Gossip Girls” on CW-11, and David Tyree, the wide receiver for The New York Giants. The 51st Annual New York Emmy Awards will broadcast on NYC-TV Channel 25 on Tuesday, April 15, at 9 p.m.

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.

Most 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.

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In summer 2007, Sobieski Vodka launched a "Truth in Vodka" campaign that asks consumers to look at what's in their vodka bottle. This back-to-basics approach to marketing its vodka, focusing on tradition, heritage, authenticity and taste, is in marked contrast to its competitors who rely on lavish packaging and gimmicky ad campaigns that have resulted in a deluge of overpriced vodkas. For more information, please visit www.vodkasobieski.com.

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