

RUSSIAN STANDARD VODKA LAUNCHES NEW VODKA BRAND IN RUSSIA

Russian Standard Gold – A Festive Gold Standard of Quality

Russia's Number One Premium Vodka Introduces Unique Siberian Ginseng Extract

St. Petersburg, Russia, Sept. 15, 2008 – Russian Standard Vodka, the number one premium vodka in Russia, today announced the launch of a new premium vodka brand in Russia – Russian Standard Gold. With the outstanding continued success of the Russian Standard Vodka brands in Russia and around the world, the company has launched a highly exceptional product to expand the portfolio and give its consumers another way to enjoy the Russian Standard experience.

Russian Standard Gold is a unique combination of Dmitry Mendeleev's classic vodka formula and carefully selected extracts of Siberian ginseng, or "golden root" in Russian, adding vigor and vitality to celebrations with Russian Standard Gold. The product packaging – with its sumptuously embossed gold foiled label and one-of-a-kind gift box – embodies the true traditions of Russian generosity and gift giving and makes Russian Standard Gold an ideal vodka to celebrate the many golden moments in life shared with friends, family and colleagues.

"Russian Standard Gold continues our fine tradition of creating authentic vodkas with remarkable purity," said Roustam Tariko, founder and president of Russian Standard Vodka. "Combining the time-honored benefits of ginseng with our state-of-the-art distillation technology, we have created the gold standard in vodka production."

From the old Boyar lifestyle of the 15th century to the 21st century economic rebirth of Russia, the Russian sense of generosity has always been larger than life. The continuation of that ideal is behind the foundation of Russian Standard Gold.

Russian Standard Gold will debut in September at off-trade locations in major Russian regions, including Moscow, St. Petersburg, Yekaterinburg, Rostov, Samara, Novosibirsk and Nizhny Novgorod. Mass distribution will be achieved throughout the fall. Russian Standard Gold is priced at 500 rubles for a 75cl bottle in the super premium vodka segment in Russia.

During the initial phase of its production, Russian Standard Gold will be sold only in Russia. In the near future, it will become available in key export markets of Russian Standard Vodka.

About Russian Standard Vodka

Russian Standard Vodka is the global leader in authentic Russian premium vodka. The Russian Standard vodka portfolio dominates the premium segment in Russia with a 60 percent market share and sales of over 1.9 million cases in 2007 in Russia and more than 50 export markets across Europe, the U.S. and Asia. Roustam Tariko, the founder of Russian Standard, introduced Russian Standard Original in 1998 as the first authentic Russian premium vodka. Russian Standard vodkas are made with only the finest Russian ingredients, conforming to the formula for vodka established in 1894 by famed Russian scientist Dimitri Mendeleev for Russia's Czars. Two years after launch, sales of Russian Standard Original surpassed all imported premium vodkas on the Russian market, leading to broad international expansion and the launch of Russian Standard Platinum in 2001, IMPERIA Vodka, the company's luxury brand, in 2004, and Russian Standard Gold in 2008.

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