Russian Standard Vodka Ranked 4th Fastest Growing Premium Spirits Brand Worldwide By IMPACT

Jumped to 73rd on Top 100 Premium Spirits Brands Worldwide List

Global Thirst for Authentic Russian Vodka Drives International Expansion

Russian Standard Added 11 New Export Markets in 2006; A Dozen More Planned for 2007

NEW YORK, March 1, 2007 – Russian Standard Vodka, the number one premium vodka company in Russia, today announced it has been ranked the 4th fastest growing premium spirits brand worldwide for 2006 by IMPACT magazine, the leading source for exclusive data on the alcoholic beverage industry in the United States. Russian Standard, which grew by more than 30% in 2006, ranked ahead of two of its top competitors, Grey Goose and Stolichnaya.

Russian Standard was also ranked 73rd on the "Top 100 Premium Spirits Brands Worldwide" list with 1.4 million cases sold in 2006, up dramatically from its prior year ranking of 98.

"Global demand for authentic premium Russian vodka in unquenchable," said Roustam Tariko, founder and chairman of Russian Standard Corporation. "With our new state-of-the-art distillery fully operational, we are well positioned to continue our international expansion in 2007 and beyond."

Russian Standard vodkas are currently exported to 40 markets around the globe. In 2006, Russian Standard made a major advance into Germany, which has become a top performing market supported by a major advertising campaign. In all, 11 new markets were added in 2006, including China, Denmark, France, Hungary, Japan, Lebanon, Peru and Switzerland. The company expects to add another dozen markets in 2007, among them India, Thailand and Turkey.

Located in St. Petersburg, Russia, Russian Standard's new distillery possesses state-of-the-art process design and equipment that modernizes each stage of production. The facility handles production of Russian Standard's entire vodka portfolio globally, producing up to 4 million cases per year, at a rate of 22,500 bottles in hour.

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 over two-thirds market share, selling over 1.4 million cases per year in Russia and 40 export markets across Europe, the US and Asia. Roustam Tariko introduced Russian Standard Original in 1998 as the first authentic Russian premium vodka. Russian Standard vodkas are made with only the finest Russian ingredients, uniquely conforming to Dmitri Mendeleev's formula for vodka production - decreed by the Czar as the official standard for authentic Russian vodka. Two years after launch, sales of Russian Standard Original had surpassed all imported premium vodkas on the domestic market, leading to broad international expansion and the launch of Russian Standard Platinum in 2001, and Imperia, the company's flagship brand, in 2004. www.vodka.com

About Russian Standard Corporation

Founded in 1992 by entrepreneur billionaire Roustam Tariko, Russian Standard Corporation is a multi-faceted conglomerate comprised of leading businesses in premium vodka, spirits distribution, banking and insurance and has developed the premiere consumer brand in Russia. Russian Standard vodka is the best-selling premium vodka in Russia, with over two-thirds share of the market, selling over 1.4 million cases per year. The company's spirits distribution arm is the leading importer of premium alcoholic beverages into the Russian market. Russian Standard Bank is the largest and most successful privately held bank in Russia with a presence in over 20,500 cities and urban-type communities in Russia. As the pioneer of Russian consumer finance, Russian Standard Bank is the country's top retail lending private bank, and the country's leading issuer of consumer credit cards.

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