



Russian Standard Vodka Wins Prestigious French Advertising Award

French Jury of Professionals Awards “Best Campaign” in Alcohol Segment

Moscow and Paris, April 29, 2008 – Russian Standard Vodka, Russia’s number one premium vodka, won the 2007 award for the “Best Campaign Published in a Magazine or Daily Press” in France, according to the prestigious “Association pour la promotion de la presse magazine” (APPM). Russian Standard Vodka’s campaign, which featured the Eiffel Tower and other French landmarks cloaked in an Arctic Russian winter, took top honors in the alcohol beverage category.

“Russian Standard Vodka is proud to receive such a prestigious award only months after its launch in France,” said Chris Lucas, Russian Standard Vodka’s CEO for Western Europe. “This award is recognition of our commitment to the French and all European markets.”

Lucas continued, “The strategy for the campaign is to illustrate that we are bringing to Europe a truly authentic experience from Russia in the form of the country’s #1 premium vodka.”

The campaign, entitled “L’arrivée”, celebrated the arrival of Russia’s number one premium vodka in France by surrounding Paris’ most beautiful monuments in an Arctic Russian landscape.

Founded in 1982, the APPM is a professional association of 33 French media organizations that publish over 120 titles with a circulation of over 41 million.

In the competition, over 100 campaigns were shortlisted and 28 finalists were considered by a jury of advertising professionals. Russian Standard Vodka’s campaign was selected as the best in the alcohol beverage category, beating campaigns by such brands as Malibu, J&B and Desperados.

Russian Standard Vodka’s campaign, created by McCann, ran from October to December 2007, during the launch phase of Russian Standard Vodka in France, where the brand has quickly taken a leading position in the premium vodka segment.

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 per year in Russia and 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, and Imperia Vodka, the company's luxury brand, in 2004. www.russianstandard.com

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