

## **Russian Standard Vodka Makes Major Investments to Expand Distribution**

### **Company Begins the Construction of High-Tech IMPERIA Distribution Center**

Moscow, Russia, January 15, 2007– Russian Standard Vodka, the number one premium vodka in Russia, today announced that it has started the construction of the IMPERIA Distribution Center, a high tech-facility that will support the rapid growth of Russian Standard vodka brands around the world.

The 12,000 square meter logistics and warehousing facility situated on 26,000 square meters of land located in Moscow and will serve as a first-stage distribution point for Russian Standard Vodka to Russian and international markets.

The new IMPERIA Distribution Center will also house logistics operations for Roust Inc., Russian Standard's premium spirits distribution company. Roust Inc. is the Russian distributor for Russian Standard vodkas and imported premium brands, including Rémy Martin, Campari, Grant's, Cinzano and Jägermeister. Over 200 Russian Standard Vodka and Roust Inc. employees will be located in the new facility, which will become a major supply hub for Russian Standard's alcohol-related businesses.

#### 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](http://www.russianstandard.com)

#### About the Russian Standard Vodka Distillery

The Russian Standard Vodka Distillery in St. Petersburg, inaugurated in October 2006, establishes new benchmarks of technical excellence and craftsmanship in the production of vodka. The distillery features exclusive new technologies for all stages of production and employs state-of-the-art equipment sourced from the best Russian and international suppliers. Built at a cost of \$60 million, the distillery produces 100% of Russian Standard's vodka and uses high automation in production and process control to achieve a production capacity of 27,500 bottles per hour and 4 million cases annually. The distillery building site encompasses 22,000 square meters.