



RUSSIAN STANDARD®

VODKA

RUSSIAN STANDARD VODKA RECEIVES TOP EXPORTER AWARD IN ST. PETERSBURG

Region's government recognizes international success of Russia's number one premium vodka

St. Petersburg, Russia, Dec. 17 – Russian Standard Vodka, Russia's number one premium vodka, has been named the St. Petersburg region's top exporter in 2009 in the category of alcohol production, a recognition of the brand's international success and status as a leading employer in Russia.

At a ceremony in St. Petersburg, where Russian Standard Vodka is produced, Vice Governor of the St. Petersburg Region Mikhail Oseevsky, presented the award to Russian Standard Vodka CEO Ilya Blinov, who commented: "Just as Russian Standard is proud to receive this award, we know Russians are also proud when they travel around the world and see their country's own brand sold on the shelves of the best supermarkets and served in the best restaurants."

In 2009, Russian Standard Vodka continued its rapid international growth with launches in Australia, New Zealand and Canada, expanded to nine Asian countries, and invested in major markets such as the United States, the United Kingdom and Germany. Russian Standard also signed a global distribution agreement with Rémy Cointreau Global Travel Retail. Exported to more than 70 countries, Russian Standard Vodka is Russia's only truly global vodka brand.

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 2.1million cases in 2008 in Russia and more than 70 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 Dmitri 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. www.russianstandardvodka.com

Media Contact:

Preston Mendenhall

pmendenhall@russianstandard.com

+7 (495) 967-0990