

RUSSIAN STANDARD VODKA EXPANDS U.S. TEAM WITH TWO KEY EXECUTIVE HIRES

Michael Stoner to Serve as VP of Marketing

Bob MacNevin to Serve as VP of National Accounts and Military

January 7, 2010, New York – Russian Standard Vodka USA today announced the appointment of Michael Stoner to the role of Vice President of Marketing. In this position, Mr. Stoner will be responsible for leadership of brand and marketing strategy as well as oversight of all marketing initiatives for the Russian Standard Vodka portfolio of brands – Russian Standard, Russian Standard Platinum and Imperia – in the U.S. market. Mr. Stoner has over two decades of experience developing marketing and brand strategies for leading spirits brands as well as other major consumer brands. He will be based in the New York office and report to Leonid Yangarber, CEO of Russian Standard Vodka USA.

Russian Standard Vodka USA also announced the appointment of Bob MacNevin as VP of National Accounts and Military. In this new role, Mr. MacNevin will be responsible for driving step-change growth in Russian Standard’s distribution, brand visibility, and depletions in Off-Premise and On-Premise National Accounts and Military Accounts. He will work closely with wholesaler and Russian Standard Vodka sales personnel to call on accounts, develop great programming and foster solid partnerships. Mr. MacNevin formerly held a variety of executive positions at Pernod Ricard and Diageo. He will be based in New York and report to Dana Chandler, VP of National Sales & Distribution.

Mr. Yangarber, CEO of Russian Standard USA said, “We are excited to welcome Michael and Bob to our team. Their energy, experience in marketing and sales and extensive knowledge of the spirits industry will be critical to the continued growth and success of our brands. With both Michael and Bob at the company, I am confident that Russian Standard will continue on its path to becoming a leading multi-million case business in the U.S. marketplace.”

Mr. Stoner said, “I am delighted to join Russian Standard and I look forward to working with my new colleagues and leveraging my marketing experience to grow the Russian Standard portfolio of brands. As VP of Marketing, I hope to enhance Russian Standard’s already strong presence in the U.S. market through innovative and consumer-driven marketing initiatives that will move consumers along and up the commitment curve from “aware” of the brand to “brand advocate.”

Mr. MacNevin said, “Russian Standard is a great company with strong and growing brands and I look forward to working with the Russian Standard team to continue its growth and success in the U.S. market.”

Mr. Chandler, VP of National Sales & Distribution for Russian Standard USA said, “Bob brings over twenty years of sales and distribution experience to Russian Standard and we are pleased to have him join our team. I am confident he will do very well in his new role and be instrumental in the development of our brands in on-and-off premise national accounts and military accounts across the country.”

Prior to joining Russian Standard Vodka USA, Mr. Stoner worked for five years as Executive Vice President, Client Services at ‘mktg’ US CONCEPTS, where he was responsible for the Diageo account as well as Nike, Pepsi and SAP. For Diageo, Mr. Stoner’s responsibilities

included account and creative management for all Diageo brand groups including Beer, Cordials, Rum, Whiskies, Vodka, Wine, Trade Marketing, and Johnnie Walker Global team. Prior to that, Mr. Stoner served as VP, Chief Marketing Officer, at Millennium Import Co., where he was senior marketing line manager for Belvedere and Chopin Vodkas and responsible for all marketing activities for the brands. Mr. Stoner also worked at Diageo/Moet-Hennessy USA (Formerly Schieffelin & Somerset Co.) for 12 years where he held various positions, most recently SVP, Marketing Resources. Mr. Stoner received a B.A. in Political Science from Kenyon College.

Prior to joining Russian Standard Vodka USA, Mr. MacNevin worked for Pernod Ricard USA where he held a variety of positions during his eight year tenure, most recently serving as General Manager, USA National Accounts where he was responsible for leading a National Account Sales Division consisting of 36 direct reports. Prior to that, Mr. MacNevin worked for Diageo/Guinness UDV North America from 1999-2001 where he served as Director of Global Military Sales and National Strategic Accounts Executive- On-Premise. In that capacity, he led and managed the planning, organization, control, sales, and execution of channel strategies with a global portfolio of distilled spirits and wine brands. Mr. MacNevin has a Masters of Business Administration from Colorado State University and a Bachelors of Business Administration from the University of Massachusetts.

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

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