



RUSSIAN STANDARD® VODKA

RUSSIAN STANDARD VODKA EXPORTS MORE THAN ONE MILLION CASES

Key milestone reached amid broad international expansion

St. Petersburg, Russia, 1st February 2010 – Russian Standard Vodka, Russia’s number one premium vodka, today announced that it reached a key milestone by exporting more than 1 million 9L cases in 2009, enabling the brand to achieve double digit growth in the world’s most important premium vodka markets and chart further expansion in 2010.

In 2009, Russian Standard launched in Australia, New Zealand, Canada and nine Asian markets. The brand’s total global sales volume increased to 2.2 million 9L cases in 2009, up from 2.1 million in 2008. In its key international markets – the United Kingdom, United States, Germany and Australia – the brand achieved significant growth in 2009.

In the **United Kingdom**, Russian Standard grew by over 50%, surpassing Absolut as the #2 premium vodka in the on- and off-trade.¹ In the **United States**, the brand almost doubled volumes², setting sales records in a key market where other premium brands saw volumes decline or stagnate. In **Germany**, Russian Standard continued to be a leader in the premium segment with 20% growth³. In **Australia**, just five months after launch Russian Standard captured 5% of the entire vodka market⁴.

“In the last 30 years, no other premium spirit brand has been able to achieve the global reach and success of Russian Standard Vodka in such a short period of time,” said Roustam Tariko, founder and chairman of Russian Standard. “While many premium brands struggled in 2009, Russian Standard achieved a clear breakthrough in its international expansion and even passed established brands. This is an enormously proud accomplishment for everyone at Russian Standard Vodka.”

In Russia, Russian Standard Vodka commands a 60% share of the premium vodka market.

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 2.2 million cases in 2009 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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¹ Russian Standard data; MAT data to 26.12.09

² Russian Standard data

³ Russian Standard data

⁴ Liquor Merchants Association of Australia; AC Nielsen data to 06.12.2009