

RUSSIAN STANDARD VODKA CONTINUES TO GROW AMONG THE TOP 100 SPIRITS BRANDS WORLDWIDE

IMPACT Recognizes Brand on Top 100 List for Fifth Consecutive Year

Also Awarded a Third Consecutive “Growth Brand Award” for 2009 U.S. Sales Growth by The Beverage Information Group

Russian Standard Vodka sold over 2.2 million cases in 2009 Worldwide; Now exporting to over 70 countries

NEW YORK, March 2, 2010 – Russian Standard Vodka, the number one premium vodka in Russia, has been ranked 42nd on the “Top 100 Premium Spirits Brands Worldwide” list in 2009 by IMPACT magazine, a leading source for sales data on the global alcoholic beverage industry. Russian Standard Vodka sold 2.2 million 9L cases globally in 2009, marking a 5% climb from 2008. This is the fifth consecutive year Russian Standard has been recognized by IMPACT. Russian Standard was ranked 44th for 2008, and 52nd for 2007.

Russian Standard was also named one of the “Fastest-Growing Premium Brands” worldwide by IMPACT for sales growth between 2004-2009, surpassing brands such as Sobieski and Wyborowa.

A second information source, The Beverage Information Group, also recognized Russian Standard for its strong sales growth in the U.S. market. For the third year in a row, Russian Standard’s flagship brand was a winner in the Rising Star category for sales growth in the U.S. of 56.5% in 2009. This industry honor reflects the continued success and increasing consumer appeal the brand has generated across the U.S. in the last year.

“We are very proud of our growth in 2009, which we were able to achieve despite a very difficult economic climate,” said Leonid Yangarber, CEO of Russian Standard Vodka USA. “Our continued climb among the top 100 premium brands is an important recognition of our success and reflects Russian Standard’s continued commitment to bringing Russia’s number one premium vodka to the world.”

Yangarber continued, “The ‘Rising Star Award’ demonstrates the tremendous success of our flagship Russian Standard brand in the U.S. market. It is clear from our dramatic sales growth and expanding consumer base that we are taking share from our largest competitors as demand for authentic Russian premium vodka continues to grow in the United States.”

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 the flagship product, Russian Standard, 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 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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