

**MARTHA STEWART TRAVELS TO RUSSIA:  
ROUSTAM TARIKO, FOUNDER AND CHAIRMAN OF  
RUSSIAN STANDARD COMPANY,  
PROVIDES AN INSIDER'S TOUR OF ST. PETERSBURG AND MOSCOW**

First Installment of Russia Series, Highlighting IMPERIA and Russian Standard Vodkas,

Scheduled to Air Monday, May 14, 2007 on *The Martha Stewart Show*

(New York, NY – May 14, 2007) **Martha Stewart**, host of the nationally syndicated *The Martha Stewart Show*, traveled to Russia and documented her experiences in St. Petersburg and Moscow for the Emmy-award winning show. With her Russian host, **Roustam Tariko**, Founder and Chairman of **Russian Standard Company**, Ms. Stewart was treated to a St. Petersburg and Moscow that few others experience. Ms. Stewart shares an insider's view of Russia with American households beginning Monday, May 14th, with the first of three Russian-themed segments on *The Martha Stewart Show*.

On Monday, May 14, following appearances by actor Freddie Prinze Jr. and award-winning actress Gena Rowlands, Martha takes viewers behind-the-scenes to witness how **IMPERIA** and **Russian Standard Original**, Russia's #1 premium vodkas, are produced at Russian Standard Vodka's state-of-the-art distillery in St. Petersburg. Martha will also share the must-have items she always brings when traveling.

Later, Martha and comedian Joey Kola mix up a classic summer cocktail with a twist – a *Bing Cherry Mojito* with IMPERIA ultra-premium vodka (recipes below).

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In upcoming segments viewers can experience Imperial Russia at a sumptuous dinner held by Mr. Tarkio in Ms. Stewart's honor in St. Petersburg's exquisite Grand Duke Vladimir Palace and an insider's tour of Moscow – Roustam zips Martha around the Russian capital in his black Bugatti Veyron sports car (the only one in Russia) to some of his not-to-be-missed favorite sites and restaurants; later that evening, Martha and Roustam visit Moscow's most exclusive nightclub, Diaghilev, for a glimpse of Russia after-hours and where Martha learns how to make IMPERIA specialty cocktails.

### **About Russian Standard**

Founded in 1992 by entrepreneur billionaire Roustam Tariko, the Russian Standard Group is a multi-faceted conglomerate comprised of leading businesses in premium vodka, spirits distribution, banking and insurance and has developed the premiere consumer brand in Russia. Russian Standard vodka is the best-selling premium vodka in Russia, with over two-thirds share of the market, selling over 1.4 million cases per year. The Group also includes the leading importer of premium alcoholic beverages into the Russian market. Russian Standard Bank is the largest and most successful privately held bank in Russia with a presence in over 20,500 cities and urban-type communities in Russia. As the pioneer of Russian consumer finance, Russian Standard Bank is the country's top retail lending private bank, and the country's leading issuer of consumer credit cards.

[www.RussianStandard.com](http://www.RussianStandard.com)  
[www.Vodka.com](http://www.Vodka.com)

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## **IMPERIA Bing Cherry Mojito**

as seen on *The Martha Stewart Show*

### INGREDIENTS

Serves 12

- 1 ¼ cups sugar
- 1 ¼ cups freshly squeezed lime juice, (about 9 limes)
- 3 pounds Bing cherries
- 18 oz IMPERIA vodka
- 1 sparkling water, (750 ml)

### DIRECTIONS

- Bring sugar and 1¼ cups water to a boil in a small saucepan, stirring until sugar has dissolved.
- Remove from heat; let cool completely. (Makes about 2 cups syrup.) Syrup can be refrigerated in an airtight container up to 1 month.
- Put lime juice into a medium non-reactive bowl. Halve and pit cherries; add to lime juice. Stir in syrup. Refrigerate at least 1 hour (up to overnight).
- Stir cherry mixture and vodka in a large serving bowl. Fill 12 glasses with ice.
- Spoon ½ cup cherry- IMPERIA vodka mixture into each glass. Top off with sparkling water. Serve immediately.

## **IMPERIA Bing Cherry Mojito (modified)**

Similar to recipe as seen on *The Martha Stewart Show*

### INGREDIENTS

Serves 12

- 1 cup sugar
- 1 cup fresh lime juice (about 10 limes)
- 2 - 16 oz bags frozen cherries
- 18 oz IMPERIA vodka
- 2 liters tonic or club soda

### DIRECTIONS

- Bring 1 cup water and 1 cup sugar to boil, stirring until dissolved. Remove from heat and let cool.
- In a medium sized bowl, mix frozen cherries, lime juice, sugar syrup, and IMPERIA vodka.
- Stir cherry mixture and vodka in a large serving bowl. Fill 12 glasses with ice.
- Spoon ½ cup cherry- IMPERIA vodka mixture into each glass. Top off with sparkling water. Serve immediately.

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