



**RUSSIAN STANDARD VODKA IS RANKED 4<sup>th</sup> FASTEST GROWING  
PREMIUM SPIRIT BRAND IN THE WORLD IN 2007**

**Ranked 4<sup>th</sup> for Second Year in a Row by IMPACT Magazine**

**Also Ranked 5<sup>th</sup> Fastest Growing Premium Spirit Brand over Last 5 Years**

**Overtook 21 brands to 52<sup>nd</sup> spot on Top 100 Premium Spirits Brands Worldwide  
List; Up from 73<sup>rd</sup>**

**Russian Standard Vodka sold 1.9 million 9L cases in 2007; now exporting to 48  
countries**

NEW YORK, February 20, 2008 – Russian Standard Vodka, the number one premium vodka in Russia, today announced it has been ranked one of the fastest growing premium spirits brand in the world by IMPACT magazine, a leading source for sales data on the global alcoholic beverage industry. Russian Standard Vodka sold 1.9 million 9L cases in 2007, marking a 40% climb versus 2006 and an incredible 138% increase since 2003.

IMPACT ranked Russian Standard Vodka the 4<sup>th</sup> fastest growing among all spirits brands globally in 2007 and declared Russian Standard the 5<sup>th</sup> fastest growing premium spirit brand globally over the last 5 years, demonstrating the brand's long-term success and commitment to becoming the world's number one premium vodka from Russia.

As a result of the surge in its global sales, Russian Standard soared to 52<sup>nd</sup> on IMPACT's "Top 100 Premium Spirits Brands Worldwide" list, up significantly from its 2006 ranking of 73<sup>rd</sup> and its 2005 ranking of 98<sup>th</sup>.

Roustam Tariko, founder of Russian Standard said, "We are truly honored to be recognized by IMPACT as one of the fastest growing brands in the world. This is an incredible distinction for our company and brand and we are proud to represent the country of Russia within the global spirits industry. I want to thank all of the people that made this possible including our employees, partners and most importantly our customers."

Tariko continued, "Consumers around the world love authentic Russian vodka and we are delighted to bring them the very best. Demand for our vodka has never been stronger both in Russia as well as in the 48 export markets where we are now present. Our

mission is to become #1 across the globe for authentic premium Russian vodka, and we are well on our way to achieving this goal.”

### **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 1.9 million cases per year in Russia and 48 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, uniquely 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, and Imperia Vodka, the company's luxury brand, in 2004.

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