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FOR IMMEDIATE RELEASE

**Sobieski Vodka, Poland's # 1 Premium Vodka,
Smashes Six-Month U.S. Sales Records for a Newly-Introduced Vodka**

***70,000 Cases of Sobieski Vodka Sold in Record Time
Proves Quality is in the Bottle, Not in the Price***

PALM BEACH GARDENS, Fla., February 14, 2008 – Sobieski Vodka, Poland's #1 premium vodka and the world's #7 bestselling international vodka, announced today that U.S. sales had surpassed 70,000 cases since the brand was launched in America six months ago, breaking all previous sales records for a vodka introduced in this highly-competitive market. Sobieski Vodka, which retails at \$10.99 for a 750 ml bottle, cut through the clutter and has stirred up considerable interest among leading vodka connoisseurs, opinion leaders and key influencers. Recently it was rated the #1 premium vodka in a blind-tasting of 108 vodkas, the largest review of vodkas in the history of the Beverage Testing Institute, and was also recognized with a Gold Medal and Best Buy awards.

“We are delighted that consumers are responding enthusiastically to our ‘Truth in Vodka’ campaign. They know that what is in the bottle is what really counts, not fancy packaging or gimmicky marketing campaigns,” said Chester Brandes, President and CEO of Imperial Brands, Inc., the exclusive importer of Sobieski Vodka and a wholly-owned U.S. subsidiary of Belvédère S.A. “Despite the proliferation of vodka brands, consumers are embracing Sobieski Vodka for its authenticity, superb quality, smooth taste and affordable price. They understand they no longer have to pay high prices for great vodka.”

Despite a slowing economy, vodka was the most robustly growing sub-category in the U.S. spirits marketplace, as measured by dollar sales, according to the Distilled Spirits Council. Its growth has spurred scores of vodka brand introductions. In 2006 alone, 60 new brands were launched in the U.S., with many using unconventional ingredients and distilling in untraditional places. It represents a bewildering array of choices for consumers.

“Our U.S. sales goal is one million cases and we intend to be the fastest new vodka brand to achieve this important milestone. We are well on our way,” said Brandes. “From distributors to retailers, Sobieski Vodka has received outstanding support which has made this great success possible. We are grateful for it. In addition, we have products in our import pipeline that we believe will continue to shake up the exciting world of wine and spirits. Stay tuned.”

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About Sobieski Vodka

Sobieski Vodka, the #1 premium vodka in Poland and the world's #7 bestselling and fastest growing international spirits brand, makes no compromises on quality and exemplifies the height of Polish craftsmanship and authenticity. Building on a noble heritage, Sobieski Vodka is produced exclusively from the revered Dankowski rye at a distillery dating back to 1846.

In 2007, Sobieski Vodka earned a Gold Medal and Best Buy award and was rated the #1 premium vodka in a blind-tasting of 108 vodkas, the largest review of vodkas in its history from the Beverage Testing Institute and was ranked #1 in a blind tasting conducted among 25 major vodka brands by one of France's top wine and spirits publication, *La Revue du Vin de France*. Its suggested retail price of \$10.99 for a 750 ml bottle and \$19.99 for a 1.75 liter bottle dispels the notion that consumers have to spend a king's ransom to get a premium quality vodka. For more information, please visit www.vodkasobieski.com.

About Imperial Brands, Inc.

Imperial Brands, Inc. is an importer and marketer of distinctive spirits, including Sobieski Vodka, Poland's #1 premium vodka, as well as wines and specialty foods. Headquartered in Palm Beach Gardens, Fla., it is a U.S. subsidiary of Belvédère S.A., one of Europe's largest producers and distributors of white spirits and wines, which operates production and distribution units in Poland, France, Bulgaria, Lithuania and the U.S. and owns subsidiaries in Russia, Canada, Spain, Scandinavia and Brazil. Belvédère S.A. purchased Marie Brizard & Roger International in July 2006. Imperial Brands, Inc. also owns Florida Distillers Co., which has three production facilities located in Florida and Kentucky. This provides a production capacity of 5 million (9-liter) cases of distilled spirits for the company and a base on which to coordinate their expansion across the U.S. Additionally, Imperial Brands, Inc.'s Gourmet and Specialty Division manufactures vinegars, cooking wines and other specialty items for the food industry.

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Editor's Note: High resolution images are available upon request.