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FOR IMMEDIATE RELEASE

**Sobieski Vodka, Poland's #1 Premium Vodka,
Announces "Spread the Truth" Event in NYC on July 31, 2008**

*Supermodel Joanna Krupa to Grace This Polish-Themed Event,
Master Mixologist Junior Merino to Unveil New Sobieski Vodka "Truth" Cocktails,
DJs Roxy Cottontail and Stretch Armstrong to Spin Funky Beats*

PALM BEACH GARDENS, Fla., July 31, 2008—Sobieski Vodka, Poland's #1 premium vodka, today announced its "Spread the Truth" event at Penthouse 15 in New York City on July 31, 2008. The invitation-only event will celebrate the one-year anniversary of Sobieski Vodka's U.S. launch and its record-breaking sales success.

Warsaw-born supermodel Joanna Krupa will embody Polish beauty for the event. Master mixologist Junior Merino will lead guided tastings of vodka and will unveil Sobieski Vodka signature "Truth Serum" cocktail. Legendary DJs Roxy Cottontail and Stretch Armstrong will provide compelling musical beats and traditional Polish delicacies will be served. Attendees will be able to confess their notions of truth in a "Truth Booth" and at midnight will toast "*Na Zdrowie!*" ("Cheers!") with Sobieski Vodka celebratory shots.

The "Spread the Truth" event is an extension of Sobieski Vodka's "Truth in Vodka" campaign that launched last year. It encourages consumers to focus on what's in their bottle of vodka, not on fancy packaging, marketing gimmicks and bloated prices. Consumers will now experience the truth and authenticity of Sobieski Vodka first-hand at this festive Polish-themed event.

"Our 'Spread the Truth' event is our Truth in Vodka campaign in action," said Timo Sutinen, VP, Imperial Brands, Inc., a wholly-owned subsidiary of Belvédère S.A. and the exclusive importer of Sobieski Vodka. "Consumers will now be able to try our Sobieski Vodka first-hand at a fun and hip venue to discover its clean and authentic taste...and tasting is believing. We are bringing the truth to the people."

"As a native of Poland, I am delighted to be part of this special event," said Krupa. "My Polish homeland is known as the birthplace of vodka and Sobieski Vodka represents authenticity. I'm very proud that this noble spirit is associated with our courageous King Jan III Sobieski who saved Europe from the Ottomans. Personally, I enjoy my Sobieski Vodka as a chilled shot. It's the traditional Polish way that is elegant and never goes out of style."

The "Spread the Truth" event was developed by Horizon Media as an extension of Sobieski Vodka's "Truth in Vodka" integrated marketing campaign.

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About Sobieski Vodka

Sobieski Vodka, the #1 premium vodka in Poland and one of the world's bestselling and fastest growing vodka brands, 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 summer 2007, Sobieski Vodka launched its "Truth in Vodka" campaign, declaring that consumers don't have to pay a king's ransom to get superb vodka. Their back-to-basics approach to marketing, which focuses on what goes in the bottle—tradition, heritage, authenticity and taste—is in marked contrast to competitors who rely on lavish packaging and gimmicky ad campaigns that have resulted in a deluge of overpriced vodkas.

In fall 2007, Sobieski Vodka was ranked the #1 premium vodka by the Beverage Testing Institute (BTI) in a blind-tasting of 108 vodkas, the largest review of vodkas in its history and earned a Gold Medal and Best Buy Award. It was also ranked #1 in a blind-tasting of 25 major international vodka brands conducted by *La Revue du Vin de France*, one of France's top wine and spirits publications. Sobieski Vodka's suggested retail price is \$10.99 for a 750 ml bottle and \$19.99 for a 1.75 liter bottle. For more information, please visit www.vodkasobieski.com.

About Imperial Brands, Inc.

Imperial Brands, Inc. is an importer and marketer of distinctive wines and spirits. 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. Belvédère S.A. operates production and distribution units in Poland, France, Bulgaria, Lithuania and the United States and additionally 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 two production facilities located in Florida. This provides bottling capacity of 5 million (9-liter) cases of distilled spirits for the company and a base on which to coordinate its expansion across the U.S. For more information, please visit: www.ibrandsinc.com.

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