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**FOR IMMEDIATE RELEASE**

**Hanna Lee Communications, Inc.  
Named PR Agency of Record for Louis Royer Cognacs**

*Revered 158-Year-Old Brand Makes Its U.S. Comeback*

**NEW YORK, February 22, 2011**—Hanna Lee Communications, Inc., an award-winning agency specialized in spirits, wine, food, travel and lifestyle PR, today announced that it was named the PR agency of record for Louis Royer Cognacs. The agency is responsible for publicizing the relaunch of this acclaimed spirits range in the U.S. market. The one-year national campaign will consist of media relations and event management.

“We are honored to represent Louis Royer Cognacs,” said Hanna Lee, President and Founder, Hanna Lee Communications, Inc. “Their exquisite line of Cognacs, infused by family know-how dating back to 1853, will delight connoisseurs and those who appreciate the finer things in life. We look forward to helping these incredibly rich, aromatic spirits regain their rightful prominence in the U.S.”

“We chose Hanna Lee Communications because the agency showed a deep understanding and appreciation of our brand,” said Anais Egge, Marketing & Communications Manager, Louis Royer Cognacs. “Combined with their marketplace knowledge and extensive media and industry contacts, we expect great things in 2011.”

**ABOUT HANNA LEE COMMUNICATIONS, INC.**

Headquartered in New York City, Hanna Lee Communications, Inc. is an award-winning agency specialized in spirits, wine, food, travel and lifestyle PR and event management. The agency only represents products and companies that it is passionate about. This outlook drives its well-acknowledged excellence.

Hanna Lee Communications has created a number of successful PR case studies, including the “Truth in Vodka” campaign for Sobieski Vodka that won first runner-up for *PRWeek*’s “Best Consumer Launch of the Year” and was nominated for a SABRE Award, given by *The Holmes Report* based in the U.K. In 2010, the agency’s creativity in promoting the Manhattan Cocktail Classic was recognized by its second SABRE Award nomination. Through its multi-year PR campaign for Mionetto Wines, Hanna Lee

Communications contributed to developing the now-popular Prosecco category in the U.S.

The agency's recent client experience also includes the Manhattan Cocktail Classic, Leblon Cachaça, Louis Royer Cognacs, Terra Andina Chilean Wines, Conway Family Wines, G7 Portuguese Wine Consortium, Bortolomiol Prosecco, Gourmet Latino Festival, EatingVine.com and others. Hanna Lee Communications has distinguished itself by cultivating long-term, trustworthy relationships with clients, key industry influencers, as well as journalists in the trade, lifestyle and consumer media. For more information, please visit [www.hannaleecommunications.com](http://www.hannaleecommunications.com).

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