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### **SKYY VODKA WINS *IMPACT'S* 'HOT BRAND' AWARD**

*Only vodka brand to win ten years in a row, hottest vodka in hottest category*

San Francisco, CA, February 24, 2005 - SKYY Vodka, the flagship product of Skyy Spirits, LLC, announced today its tenth consecutive "Hot Brand" award from the leading spirits industry publication *Impact*. The award will be presented at the 62<sup>nd</sup> Annual Wine and Spirits Wholesaler Association Convention in Orlando on April 11, 2005. SKYY is the longest consecutive vodka winner and one the fastest growing super-premium vodkas in the industry.

"2004 was an exciting year for Skyy Spirits with the launch of SKYY Melon and SKYY Orange, the best flavor launches to date. To win Hot Brand ten consecutive years in a row demonstrates that our peers recognize our commitment to quality, innovation and style. We aim to continue to exceed expectations with exciting product and marketing plans for 2005," said Anthony Foglio, president and CEO, Skyy Spirits.

The *Impact* 'Hot Brand' Award recognizes brands and companies over 200,000 (9 liter) case equivalent depletions in the spirits categories, as well as beer and wine that exemplify a high growth pattern with one of three specific criteria:

- At least 15% growth from 2003-2004
- Double digit growth over the past three years
- Or a new brand that performed so well in 2004 they merit 'Hot Brand' status.

For the past thirteen years, SKYY has experienced double-digit growth and is the leading domestic super-premium vodka brand in the United States. "SKYY is excited to celebrate our tenth year as a Hot Brand winner and to be the only vodka to achieve this. We have a great year planned for SKYY and are looking forward to more growth for SKYY and SKYY Flavors," added Vice President Marketing, Paul Fuegner. (more)

**SKYY Vodka**

SKYY is one of the fastest growing spirits globally and the leading domestic super-premium vodka in the United States. SKYY's state-of-the-art process of quadruple distillation and triple filtration yields exceptional quality and smoothness. In addition to SKYY Vodka, the SKYY Flavors include all natural SKYY Orange, SKYY Melon, SKYY Spiced, SKYY Vanilla, SKYY Berry, and SKYY Citrus. SKYY Cosmo Mix, a non-alcoholic cosmopolitan mixer completes the line of available SKYY products. ([www.SKYY.com](http://www.SKYY.com))

**SKYY Spirits**

San Francisco-based SKYY Spirits, LLC is one of the fastest growing spirits companies. Originator of SKYY Vodka, the leading domestic super premium vodka in the cobalt blue bottle, Skyy Spirits is a subsidiary of Milan-based Gruppo Campari with exclusive US distribution rights for other leading brands including Campari, Cutty Sark, 1800 tequila & Gran Centenario tequilas and Ron Matusalem Rums.

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