

**For More Information:**

Sue Hearn/SKYY Spirits  
415.315.8026/[sueh@skyy.com](mailto:sueh@skyy.com)  
Emily Morse/PR & Company  
415/277-6974/[emorse@prandcompany.com](mailto:emorse@prandcompany.com)  
Pat Reilly/PR & Company  
415/277-6971/[pr@prandcompany.com](mailto:pr@prandcompany.com)

**FOR IMMEDIATE RELEASE**

**SKYY LAUNCHES MOUTHWATERING MELON VODKA**

**Only 70 Proof Melon Vodka Brings Flavored Vodkas Full Circle**

**(SAN FRANCISCO, CA) – January 15, 2004** – Skyy Spirits, LLC announced today the launch of SKYY Melon™, an all natural blend of honeydew, cantaloupe and watermelon flavored to its quadruple distilled and triple filtered vodka. Arriving nationwide in time for spring, SKYY Melon will be the first high proof, all natural melon spirit, offering consumers a juicy, fresh and cleaner alternative to popular warm-weather cocktails.

Completely unique among 70 proof vodkas, SKYY Melon's mouthwatering taste is reminiscent of fruit cocktails created at backyard barbecues with ripe melons infused with vodka. With SKYY Melon, consumers can enjoy the same refreshing melon-infused flavor for simple 'pour and serve' cocktails.

Delicious cocktails featuring SKYY Melon include:

- SKYY Melon Mojo – SKYY Melon mixed with fresh orange juice
- SKYY Melon Ball Popper – Chilled SKYY Melon, shaken with melon slices, and served in a shot glass over a melon ball
- SKYY Melonade– SKYY Melon, pineapple and grenadine

"SKYY Melon offers consumers a delicious melon flavored spirit with no carbohydrates, sugar or preservatives consistent with the quality of SKYY Vodka," said Paul Fuegner, SKYY Spirits, LLC, Vice President Marketing. "Given its strong positioning among a proven market of consumers who enjoy melon flavor, we think SKYY Melon will soon be among our strongest performers in the flavored vodka market."

Flavored vodka represents 20 percent of all vodka consumption in 2003, rising from 17 percent in 2002 (IRI Scanner Data YTD Ending Sept 7, 2003). SKYY Melon further strengthens SKYY's super premium vodka line, bringing to five the company's flavored vodkas including: SKYY Spiced®, SKYY

Berry<sup>®</sup>, SKYY Vanilla<sup>®</sup> and SKYY Citrus<sup>®</sup>. SKYY Melon features an eye-catching bright green logo treatment on SKYY's signature cobalt blue bottle. The launch will be supported by an integrated marketing effort including advertising, on and off premise promotions, public relations, [www.SKYY.com](http://www.SKYY.com) and sampling events.

Available in 750 ml, 1 liter and 50 ml sizes nationwide, SKYY Melon is the spring season's freshest new spirit.

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#### **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 the highest quality and ultimately smooth vodka. In addition to 80 Proof SKYY Vodka, the SKYY Flavors include, all natural SKYY Melon, SKYY Spiced, SKYY Berry, SKYY Vanilla, and SKYY Citrus. SKYY Cosmo Mix, a non-alcoholic cosmopolitan mixer, and SKYY Blue, a flavored malt beverage jointly marketed with Miller Brewing Company, complete the line of available SKYY products. ([www.SKYY.com](http://www.SKYY.com))

#### **SKYY Spirits**

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