

BELVEDERE

VODKA

PRESS RELEASE

MARCH 2010



Belvedere Vodka Collaborates with Matthew Williamson to Create a Limited Edition Design, Inspired by Pink Grapefruit

To celebrate the introduction of Belvedere Pink Grapefruit to the popular Maceration range, Belvedere Vodka is excited to announce its collaboration with internationally-renowned designer Matthew Williamson to design an exclusive garment inspired by the new flavor.

"I am thrilled to collaborate with a brand like Belvedere, which embodies a contemporary sense of luxury and vigor, and the limited-edition kaftan was designed particularly with that kind of woman in mind," says Matthew Williamson.

A refreshing addition that is citrusy with a hint of ginger spice, Pink Grapefruit is an ideal cocktail for warm weather months. Matthew designed the limited-edition kaftan as a fashion-forward nod to the new flavor, with a vibrant print that captures the spirit of summer and femininity. The kaftan's versatility also makes it the season's wardrobe essential – the lightweight silk fabric and shorter hemline is perfect for daytime wear, while the chic cut and ribbon detailing allows effortless transition from day to night.

"My design for the Belvedere Pink Grapefruit collaboration was inspired by the vitality of sultry high summer evenings," says Matthew Williamson about the Pink Grapefruit kaftan print. "Incorporating a vibrant sun-drenched palette, the print is evocative of exotic destinations ventured by the modern-day, global traveler."

In keeping with his innovative and spirited design aesthetic, Matthew will create a jumper, also inspired by Pink Grapefruit, for Leigh Lezark to model at the launch party celebrating the new Maceration. Leigh captures the playful spirit inherent in his designs, and is a forerunner on the fashion and music scene as

an IMG model and member of indie band, the MIsShapes. Leigh will DJ the launch party in May 2010 in New York City.

The limited edition silk kaftan will be available exclusively at Matthew Williamson boutiques and retails for £995 / \$1540.

Belvedere Pink Grapefruit is 40 percent by volume (ABV) and exhibits medium bodied flavor that is sweet and spicy with notes of citrus, ginger and vanilla. There are no additives in Belvedere Pink Grapefruit, making it an all-natural and refreshing drinking experience.

For additional information, please contact:

Courtney Marzahn

Mission Media

courtney@thisission.com

212 219 2787

BACKGROUND ON MATTHEW WILLIAMSON

Internationally-acclaimed designer Matthew Williamson made his debut during London Fashion Week in September 1997 and his brightly colored, intricately designed pieces have remained a fixture in the fashion scene ever since. At the age of 17, he was offered a place on the Fashion Design course at Central St. Martins College in London. With Kate Moss, Helena Christensen and Jade Jagger as avid fans, Matthew's signature aesthetic has catapulted him to the forefront of high-end fashion. In 2005 Matthew took over as Creative Director of LVMH-owned Italian house Emilio Pucci, but then returned to London in 2008 to focus fully on his namesake label. In 2009, Matthew Williamson opened its first US flagship in the Meatpacking district in New York City.

BACKGROUND ON MACERATIONS AND BELVEDERE PINK GRAPEFRUIT

Maceration is the artisanal process Belvedere uses to create the world's best super premium flavoured vodka. The process uses only natural ingredients, delicately drawing out the vibrant flavours from fruit peels, flesh and flowers, combined with the finest super premium vodka and technical expertise.

It's this time-intensive process of using only real citrus fruit, flowers and berries that creates the Belvedere macerations – vodkas with luscious mouthfeel, authentic tastes, and gorgeous aromas, ensuring Belvedere Pink Grapefruit follows suit in the Maceration family as the most expressive, delicious and exciting flavoured vodkas made to date.

Unlike artificially flavoured vodkas, sugar, glycerine and other hidden enhancements are not added to Belvedere's macerations, ensuring a fresh and naturally distinctive drinking experience.

The tasting notes for Belvedere Pink Grapefruit include...

Nose: A rush of bright and refreshing sweet citrus lift, with notes of ripe grapefruit flesh, spicy ginger, and a hint of vanilla.

Palate: Soft, sweet and rich with a velvety texture and vivid pink grapefruit tartness tempered by hints of warming ginger and lemon peel. Medium bodied with a good balance of acidity and spice.

Finish: Sustained notes of fresh citrus with a persistent sweet spice and warmth; soft cream and vanilla back palate.

BACKGROUND ON THE BRAND

First introduced to North America in 1996, Belvedere Vodka was the first to create a new standard for excellence in the vodka category and is credited with creating the luxury vodka segment. Today, Belvedere's distinctive character and uncompromising integrity are recognized internationally by discriminating vodka enthusiasts, who appreciate its all-natural, additive-free character. Made entirely from Dankowskie Gold Rye and blended with water from its own pristine source, Belvedere's taste profile is distinctively soft with a subtle sweetness and smooth, clean finish.

With each new product and campaign Belvedere Vodka continues to reassert the brand's key message: 'Luxury Reborn'. Consistently working with figures of cultural significance including graffiti artist Andre and avant-garde photographer Terry Richardson, Belvedere maintains a spirit of true authentic artistry and unique creativity.

Belvedere is available in top nightclubs and restaurants around the world and at all fine wine and spirits retailers.

Summary Notes to Editors:

- In 2009, the Belvedere Macerations (Citrus, Orange, Black Raspberry) were the most awarded Vodkas in the annual Vodka Masters competition
- Belvedere Pink Grapefruit will be available at fine wine and liquor stores in the United States in May 2010
- Available in 1-litre and 750 ml bottles
- Original Belvedere vodka is 80 proof, 40 percent alcohol by volume