

42BELOW

(NEW YORK, NY) – **42BELOW Vodka** was recently awarded a gold medal at the 2009 San Francisco World Spirits Competition. Held annually, the competition is one of the world’s largest spirit competitions, garnering more than 800 spirits entries from around the globe. Judged by several renowned spirits authorities including Anthony Dias Blue and F. Paul Pacult, the competition is based on blind taste tests with medals awarded based on taste alone. To learn more about the San Francisco World Spirits Competition, visit www.sfspiritscomp.com.

Launched in 1998 by a Saatchi & Saatchi executive and New Zealand native, Geoff Ross, 42BELOW Vodka is a culmination of Ross’s search to incorporate New Zealand’s cool climate, high rainfall, and fresh air to make a truly great vodka and vodka flavors. The 84 proof (42% alc. by vol.) spirit produces a non-flavored vodka, and three distinctive flavors – Kiwifruit, Manuka Honey, and the recently launched Passionfruit – all made from natural ingredients without added sugar. Each of the flavors is produced using a technique once used to create French perfumes known as “enfleurage,” and are unique and distinctive.

Beginning this month 42BELOW Vodka will launch a dynamic and focused media campaign built around biking to promote 42BELOW Vodka’s dedication to healthy living, social responsibility, adventure and a return to the basics in an oversaturated world. The new campaign engages the biking ethos in all its aspects- autonomy, purity and design to inspire the masses to live by these very principles.

The 42BELOW Vodka bike platform will feature three major initiatives:

- **9th Annual Bicycle Film Festival (BFF):** A nationwide festival kicking off Thursday, May 28 in Birmingham, Alabama featuring film, art and music
- **42RIDE:** 42 adventurous riders on a journey of a lifetime across America, 42RIDE will kick off in New York on Thursday, June 25

42BELOW Vodka is the founder of **ONEDREAMRUSH**, a brand commissioned film project, where 42 of the world’s most prolific directors such as David Lynch, Sean Lennon and Mike Figgis were asked by 42BELOW Vodka to create 42 second films about dreams. The project has received accolades from its Beijing debut and will participate in the Cannes Film Festival this May 2009.

42BELOW Vodka's signature cocktail is the *Caipiroska 42*, which is a staple on drink menus throughout New Zealand. By utilizing fresh, seasonal ingredients and mastering the art of the muddling technique, 42BELOW Vodka hopes to continue to raise the profile of this increasingly popular cocktail. Additionally, 42BELOW Vodka has enlisted Vodka Professor, Jacob Briars, to educate consumers around the world through their specially created Vodka University program, which teaches consumers about the history of vodka and how to craft the perfect cocktail.

Currently 42BELOW Vodka, Kiwi and Passionfruit flavored vodkas are available in the US in 1L and 750ml, Honey is available in a 750ml bottle. 42BELOW Vodka retails for an average of \$22 a bottle and is available for purchase at a number of high-end spirits retailers nationwide. You can also view their website at www.42below.com for more information.

About 42BELOW Vodka

42BELOW Vodka was launched in 1998 in the premium vodka segment and has shown strong volume growth since its inception. The brand known for its innovative, bold and entrepreneurial style has earned a strong reputation for authentic New Zealand quality and exceptional taste, reflected in winning numerous prestigious international awards including gold medals (for the fourth year running) at the 45th World Selection of Spirits and Liqueurs 2007 Barcelona, the San Francisco Spirits Awards and the International Wines & Spirits competition UK. 42 BELOW vodka, acquired by Bacardi Ltd. in 2006, is currently distributed in more than 25 countries.

About Bacardi U.S.A., Inc.

Bacardi U.S.A., Inc. is the United States import, sales and marketing arm of one of the world's leading spirits and wine producers. The company boasts a portfolio of some of the most recognized and top-selling spirits brands in the United States including BACARDI® rum, the world's number-one selling rum; GREY GOOSE® vodka, the world-leader in super-premium vodka; DEWAR'S® Blended Scotch whisky, the number-one selling blended Scotch whisky in the United States; BOMBAY SAPPHIRE® gin, the fastest-growing gin in the spirits industry; CAZADORES® blue agave tequila, the number-one premium tequila in the world; MARTINI & ROSSI® vermouth, the world-leader in vermouth; and other leading and emerging brands.

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42% ALC. BY VOL. -- 100% GRAIN SPIRITS. FLAVORED VODKAS - EACH 42% ALC. BY VOL.