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For Immediate Release

SQUARE ONE® ORGANIC VODKA CELEBRATES A FIRST YEAR OF SUSTAINABLE SUCCESS

SAN FRANCISCO, CA —EARTH DAY, APRIL, 2007— Following a year of extraordinary achievement, Square One® Organic Vodka is celebrating the first anniversary of its launch. Fortuitously, the jubilee comes just days before Earth Day 2007. With sales burgeoning and critical acclaim flowing in from top-tier wine and spirits publications and consumer lifestyle magazines alike, it is clear that Square One is positioned at the vanguard of the organic/artisanal spirits movement.

Affirmation of founder and CEO Allison Evanow's bold entry into the spirits marketplace came as early as June 2006, less than two months after Square One's debut, with her conferral of the Make Mine A \$Million™ award (supported by American Express®; www.count-me-in.org). At the time, she proclaimed, "The overall vodka market in the U.S. is over \$3.5 billion so, if you can even occupy a small niche in such a large category, it is a huge opportunity."

In the months to come, media accolades blossomed: Square One was featured in *Newsweek's* "Tip Sheet"; *O Magazine* chose Square One as one of its five "Bottles to Bring to a Party"; and *Domino* tipped Square One as an "A-List Vodka" in its spring Green Design issue. Bolstering the fact that Square One was, apart from anything else, a vodka of the highest order, *Wine & Spirits* praised Square One's "long wave of pure grain sweetness"; Paul Pacult's influential *Spirits Journal* bestowed Square One a 4-star rating; and *Wine Enthusiast's* June 2007 Spirits Guide will honor Square One with a Highly Recommended award.

Even in these early stages, Square One has not neglected its responsibility of supporting green and sustainable causes. A year ago, Square One kicked off its eco-presence as a sponsor of the LOHAS (Lifestyles of Health and Sustainability) 10 conference, and will proudly support the event again in May. In November 2006, Square One Organic Vodka was honored to be the exclusive vodka sponsor of the Environmental Media Awards in Los Angeles; this fall, it looks forward to being part of another glamorous Green Carpet event. In the past year, Square One has also sponsored two more celebrity-filled high profile events with Global Green (www.globalgreen.org): Gorgeous & Green in San Francisco, and the Global

Green Pre-Oscar Party. Meanwhile, Square One continues to look for more sustainable packaging wherever possible – as reflected in its recent switch to tree-free face labels and recycled cases for its press kit CDs.

With the brand continuing to flourish, it recently appointed a National Sales Director and is now being distributed in over twenty states – with more markets being added monthly. In the notoriously competitive world of spirits, Square One’s unbridled success as a socially and environmentally conscious company comes as something of a refreshing accomplishment. The current ascendance of environmental consciousness means that the organic spirits marketplace will become increasingly crowded. But with a team dedicated to making a truly green product that respects the organic movement’s artisanal roots, the prospect of what the next Earth Day will bring to Square One is one that is as enticing as the vodka itself.

About Square One Organic Vodka

Square One Organic Vodka was borne of the philosophy that going green shouldn’t mean going without. Fittingly, the vodka starts at square one with the purest of ingredients: North Dakota-grown rye and pristine water from the Teton Mountains. Next, a proprietary certified organic fermentation process is applied that meets with the stringent requirements of Oregon Tilth [www.tilth.org] and the vodka is packaged with an eye toward both eco- and fashion-consciousness. The result is the first certified organic vodka to be made from 100% certified organic American rye – proving that a premium spirit can indeed embrace the ethos of “eco chic.” Yet Square One’s unique approach to business and the environment continues beyond the glass: Square One Organic Spirits LLC is a progressive female-owned and operated company that encourages a life-work balance. Established in 2006, Square One Organic Spirits is a start up company and when profitable it will donate a portion of proceeds to non-political environmental causes. As a company, Square One is constantly forging ties with other innovative companies and individuals who have that certain cocktail of panache and earth friendliness.

For press information, visit http://www.charlescomm.com/clients/square_one.html or call Kimberly Charles at 415-701-9463 or Susan Holden Walsh at 303-449-2526.

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