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For Immediate Release

SQUARE ONE ORGANIC VODKA® WELCOMES NEW NATIONAL SALES DIRECTOR AND TRELLIS WINE GROUP TO SALES AND MARKETING TEAM

SAN FRANCISCO, CA —APRIL, 2007— In the latest step of its steadily expanding operations, Square One Organic Spirits®, LLC is pleased to announce the recent appointment of two key positions to its sales team.

Kevin Wold, an industry veteran in sales and marketing, joins Square One as the National Sales Director. Wold brings with him 11 years of experience from Diageo, where he rose through the sales ranks, occupying both territory and national accounts positions. He was later promoted into marketing where he was a brand manager for several years on 1800 and Don Julio tequilas. Subsequently returning to his sales background, Wold left Diageo to become the Director of Sales for Niagara Water Co. and also had a later stint as Director of Sales at Catalina Marketing. With an enviable depth of experience in both sales and marketing, Wold possesses a unique understanding of sales imperatives and marketing strategy.

In addition, Square One is proud to have secured the expertise of the Trellis Wine Group <www.trelliswinegroup.com>, its new national account on-premise broker partner. The principals of Trellis, Mark Crisler (former National Account Director for Robert Mondavi Corp.) and Mark Kerns (former National Account Director for Southcorp Wines), are true veterans of the wine industry with over 30 years of combined experience. Crisler and Kerns have taken on Square One Organic Vodka as their first spirit brand and are already pursuing national and regional account opportunities. The on-premise efforts of Trellis will be integral to the development of Square One Organic Vodka in all markets.

About Square One Organic Vodka

Square One Organic Vodka was borne of the philosophy that going green shouldn't mean going without. We started [at square one] with the purest ingredients we could find: North Dakota-grown rye and pristine water from the Teton Mountains. Next we applied an organic fermentation process that meets with the stringent requirements of Oregon Tilth [www.tilth.org] and packaged our vodka 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...clearly showing that a premium spirit can indeed embrace the ethos of "eco chic". Yet our 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 and as a company, we are 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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