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SKYY VODKA WINS *IMPACT'S* 'HOT BRAND' AWARD FOR 9TH CONSECUTIVE YEAR
Only vodka brand to ever win nine years in a row

San Francisco, CA, March 4, 2004 - SKYY Vodka, the flagship product of Skyy Spirits, LLC, announced today its ninth consecutive "Hot Brand" award from the leading spirits industry publication *Impact*. The award will be presented at the 61st Annual Wine and Spirits Wholesaler Association Convention in Las Vegas on April 27, 2004. SKYY is the longest consecutive winner with current 'Hot Brand' status and the fastest growing super premium vodka in the industry. (*Impact* 2002-2003)

"2003 was an exciting year for Skyy Spirits with the launch of three new flavored vodkas and new award-winning packaging. To win nine consecutive years and be recognized by your peers is an honor. We hope it's a testament to Skyy Spirits' ability to deliver a product with proven exceptional quality and leading-edge marketing support," said Anthony Foglio, president and CEO, Skyy Spirits.

The *Impact* 'Hot Brand' Award recognizes brands and companies over 200,000 (9 liter) case equivalent depletions in the spirits categories, as well as beer and wine that exemplify a high growth pattern with one of three specific criteria:

- At least 20% growth from 2002-2003
- Double digit growth over the past three years
- Or a new brand that performed so well in 2003 they merit 'Hot Brand' status.

For the past twelve years, SKYY has experienced double-digit growth and is the leading domestic super-premium vodka brand in the United States. The 2003 "Hot Brand" recognition immediately follows the roll out of SKYY Melon and SKYY Sport. "SKYY is very excited about receiving the award and looks forward to another ground-breaking year with a variety of new innovative offerings with great tastes," added Vice President Marketing, Paul Fuegner.

(more)

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, SKYY Blue and SKYY Sport, flavored malt beverages jointly marketed with Miller Brewing Company, complete the line of available SKYY products. (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.

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