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For Immediate Release

**BOISSET AMERICA INTRODUCES
IDÔL VODKA
The Only Vodka Distilled from Pinot Noir & Chardonnay from
Burgundy, France**

SAUSALITO, CA – OCTOBER 18, 2005 – Boisset America announces the introduction of IDÔL Vodka, the only ultra-premium vodka distilled from Pinot Noir and Chardonnay grapes from Burgundy, France. Distilled seven times and filtered five times, IDÔL vodka offers unmatched purity and smoothness from 100% natural ingredients.

Small lots of noble, rare Pinot Noir and Chardonnay grapes from low-yield vineyards in Burgundy's esteemed Côte-de-Nuits and Côte-de-Beaune regions are hand-picked and hand-sorted, then fermented using the same methods applied to the fine wines of Burgundy. The fermented grapes are distilled close to the vineyards from whence they come, using a seven-column continuous distillation process to extract exceptionally pure alcohol. Distilling fermented Pinot Noir and Chardonnay yields an extraordinarily smooth alcohol with an elegant, soft mouthfeel. Ordinary vodkas, commonly distilled from wheat, potatoes or rye, generally undergo just three-four distillations.

"The most noble, unique and rare grapes in the world are not just for making fine wines anymore," states Jean-Charles Boisset, President of Boisset America. "IDÔL Vodka is a way to bridge the gap between wine and vodka drinkers."

Pure water is the final ingredient essential to producing the highest-quality vodka. Burgundy's Côte d'Or region has been revered for centuries for its pristine spring water, believed in ancient times to have the power to cure. The water for IDÔL Vodka comes directly from a spring in the Côte d'Or and is immediately filtered using reverse osmosis. The water is then blended with the distilled alcohol to bring it down to 80 proof, or 40% alcohol. IDÔL then undergoes five distinct filtrations, compared to three for the typical vodka, to achieve the final product: an elegant, sophisticated vodka with a clean, delicate finish and crystal-clear appearance. Independent third-party tests confirm that IDÔL's rigorous distillation and filtration processes produce one of the purest vodkas on the market, free of any measurable impurities.

Burgundy, one of the smallest wine regions in the world, is renowned for rare wines that express *terroir*, a word that finds no adequate substitute in the English language. Born from the same vineyards that have yielded some of France's greatest wines, IDÔL Vodka embodies the rarity, elegance, subtlety and finesse that have made the region famous.

The vision for IDÔL Vodka began in 1999, and has evolved over the past six years to arrive at the product introduced today. The exhaustive research that went into its creation included experimenting with up to eleven distillations and several different levels of filtration before arriving at the final process, which achieves the perfect balance between purity and the perfect mouthfeel. IDÔL Vodka possesses a delicate, floral nose with no alcohol smell. Connoisseurs of ultra-premium vodkas who appreciate fine wines and top-quality ingredients will delight in IDÔL's delicate texture and long-lasting, soft finish.

IDÔL Vodka's packaging is as distinct as its taste. An innovative new tower-shaped bottle with a unique etching of Pinot Noir grapes conveys the message of quality, purity, and style. The suggested retail price is \$40.00.

Mixed with fresh fruit and quality ingredients, IDÔL Vodka is the number one choice for martinis, premium mixed drinks, or chilled with ice. Boisset America's unique propriety recipes are designed to satisfy the most discriminating tastes. (See attached press kit for recipes.) Many of the signature IDÔL cocktail recipes include a splash of the most fashionable wines --- you'll taste a hint of Pinot Noir in the PINOTINI, Chardonnay in the IDÔL MARTINI, Zinfandel in the ZINTINI, and Champagne in the KIRTINI.

About BOISSET AMERICA

Among the most well-established and fastest-growing wine and spirits companies in the world, Boisset America imports and produces a full line of liqueurs, wines, and spirits. For more information about IDÔL Vodka, or any Boisset America product, contact Patrick Egan, at 800-878-1123, or visit the Boisset America Website at www.BoissetAmerica.com or the IDÔL Vodka Web site at www.idolvodka.com.