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For Immediate Release

SQUARE ONE® ORGANIC VODKA FINDS KINDRED SPIRITS AT “THE ART OF THE DRINK”

SAN FRANCISCO, CA —APRIL, 2007— Square One® Organic Vodka’s devotion to the flourishing mixology movement found the brand co-sponsoring last month’s “The Art of the Drink” event in New York. With a devout audience and a host of kindred spirits presenting, the event was an unreserved success. Organizer Yvan Lemoine (iFood Studios) gathered six of New York’s most talented and creative “liquid chefs” together at the French Culinary Institute for a showcase of artisanal cocktails and cutting-edge drinks.

Among the participants were Brian Van Flandern (who has designed original cocktails for Thomas Keller and Mario Batali), Chad Solomon (Cuff & Buttons), Jonathan Pogash (Ardent Spirits/Hospitality Holdings) and Junior Moreno (The Liquid Chef/Cocktail Times). Rounding off the impressive guest mixologist list were French Culinary Institute experts Judiann Woo (also PastryScoop.com) and Director of Culinary Technology David Arnold.

The drinks demonstrated by each mixologist were all utterly singular in conception. Junior Moreno presented the “Organic²,” combining Square One with such esoteric ingredients as pomegranate tapioca pearls and elderflower liqueur. Jonathan Pogash’s contribution, “Organic Strawberry Fields,” paired wild strawberry puree and Navan™ with Square One. Chad Solomon even went so far as to create a chili tincture from Square One for his tequila- and tarragon-laced “La Patada.”

Artisanal cocktails call for artisanal spirits – and as the liquid chef movement blossoms, Square One looks forward to continuing to support great events such as “The Art of the Drink.”

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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