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For Immediate Release

Tree-Free Labels Latest Eco-Commitment by Square One Organic Vodka®

San Francisco, CA –February, 2007– Square One®, the organic vodka launched last summer, has converted to tree-free face labeling on its principal brand label. The move comes as part of its ongoing commitment to using sustainable packaging wherever possible. At the time of the original production run, face labels were made from 100% virgin tree stock due to a lack of high-quality tree-free paper. These initial labels have now been replaced by a paper stock made from bamboo, bagasse (sugar cane fiber) and cotton lintners. The new facestock is produced by Fasson and has received ISO 14001, Green Energy and Clean Water certifications.

Along with the new eco-friendly main brand labels, glossy foot labels are now being printed on partially recycled paper – maintaining Square One’s proud philosophy that what surrounds the bottle is as important as what it contains. As before, Square One continues wherever possible to use soy-based inks. All shipper cartons are kraft brown stock, eliminating the use of chlorine and other whitening agents. The cartons are constructed with the maximum viable amount of recycled cardboard content while still maintaining the appropriate “burst strength” required for handling heavy bottles. Shipper partitions are 100% recycled cardboard.

Square One will continue to seek out ever more sustainable sources for packaging as and when they become available. With the burgeoning development of green products, recent changes in packaging are only the beginning, and Square One eagerly looks forward to many more such improvements.

About Square One Organic Vodka

Square One Organic Vodka was borne of the philosophy that going green shouldn’t mean going without. Square One starts – at square one – with the purest of ingredients: North Dakota-grown rye and pristine water from the Teton Mountains. Next an 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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