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For Immediate Release

SQUARE ONE® ORGANIC VODKA CONTINUES ITS SUPPORT FOR THE GREEN COMMUNITY

SAN FRANCISCO, CA —MAY, 2007— This month, with contributing roles in two of the eco calendar's most important events, Square One® Organic Vodka's ongoing support of the green and sustainable community is once again evident. The Organic Trade Association's "All Things Organic" (ATO) conference in Chicago saw Founder and CEO Allison Evanow attending as a guest speaker. Meanwhile Square One is also the exclusive organic vodka sponsor for the 11th LOHAS (Lifestyles of Health and Sustainability) Forum near Santa Monica.

As part of "All Things Organic," the only trade event in North America focused exclusively on organic products, Allison Evanow appeared on May 7 alongside panel moderator Paul Chartrand (Chartrand Imports), Katrina Frey (Frey Vineyards) and Jon Cadoux (Peak Organic Brewing Co.) to offer her unique perspective on the current state of organic wine, beer, and liquors. Having launched one of the first organic spirits companies in the US in 2006, Evanow is a twelve-year veteran of the wine and spirits industry, creating and managing brands for Domaine Chandon and Jose Cuervo to name but a few.

This week, Square One will be a repeat sponsor of the LOHAS 11 Forum, a conference bringing together leaders from Fortune 500 companies, sustainable businesses, the entertainment industry, and celebrities to discuss how to educate and influence consumers while promoting Lifestyles Of Health And Sustainability. On May 15, Square One will be the exclusive vodka at the Sunset Cocktail Hour. Then on May 16, Square One will be serving the Closing Cocktail Party with its signature Rainforest Green-Tea-Ni cocktail.

For any green company, creating a green product is just the beginning. The real challenge is to nurture a truly sustainable ethos by supporting the wider community. Even as it grows, Square One is keeping a focus on the importance of living up to its product's billing – from sponsoring trade shows and conferences such as ATO and LOHAS to glamorous extravaganzas such as the Environmental Media Association Awards (later this year).

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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