



## BELVEDERE

Beaune, le 23 avril 2009

### **BRUCE WILLIS PARTNERS WITH SOBIESKI TO SPREAD THE “TRUTH” IN EUROPE AND CHINA**

Belvedere S.A. today announced a multi-year partnership with Cinema Icon and Producer **Bruce Willis** to promote Sobieski Vodka. As part of the relationship, Bruce Willis will appear in a specially produced Sobieski Vodka *print-digital* advertising campaign and at events in select markets throughout Europe and China.

“We couldn’t be more pleased with the partnership,” said Krzysztof Trylinski, General Manager of Groupe Belvedere, “When we were deciding who would be the right spokesperson for Sobieski Vodka, we immediately thought of **Bruce Willis**. Much like Sobieski, **Bruce** is not only enormously successful, but is also authentic, likeable, and doesn’t get caught up in superficiality.

“I am very selective about what products I choose to associate myself with,” stated **Willis**. “Sobieski Vodka impressed me because of its quality, authenticity and affordability.”

Through its creative “Truth in Vodka” campaign Sobieski urges consumers to focus on what’s in the bottle – not gimmickry marketing nor fancy packaging. This straightforward message debunks the myths surrounding overpriced vodkas and has



clearly resounded with consumers who have embraced this honest, back-to-basics spirit in record numbers. The new campaign featuring **Willis** will be an exciting execution that is based on these principles.

In 2007 Sobieski had the distinction of being ranked #1 in a blind-tasting of 25 major international vodka brands conducted by the prestigious *La Revue du Vin de France*, one of France's top wine and spirits publications. Sobieski Vodka was also ranked the #1 vodka in the premium category by the Beverage Testing Institute (BTI) in a blind-tasting of 108 vodkas, the largest review of vodkas in its history, and earned a Gold Medal and Best Buy Award. For more information, please visit [www.vodkasobieski.com](http://www.vodkasobieski.com)