



BELVEDERE

Beaune, 5 October 2009

The American Actor, Bruce Willis, Has Decided to Invest in Belvédère

International icon of the *Sobieski* brand, Bruce Willis, during a visit to Paris, confirmed to Belvédère's management his intention to invest personally and financially in the Company, to accelerate growth of '*Sobieski*' vodka, together with the Group's other brands around the world.





He expressed his wish to become a shareholder of reference alongside its management and to be fully associated with the Group's marketing strategy. For this purpose, he will also become a member of Belvédère's Board of Directors. He will be nominated at the next General Meeting of Shareholders.

Aware of the economic battle in which Belvédère's management is currently engaged, Bruce Willis wants to provide his full support to the Company's growth and wants it known!

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