



**BLUE ICE VODKA STANDS TALLER WITH NEW 1 LITER AND 1.75 LITER SIZES PLUS DISTRIBUTION IN SIX MORE STATES!**

SAN FRANCISCO, CA, June 2006 — Blue Ice Vodka continues its rise to the top of the vodka shelf by introducing two large format sizes - 1 liter and 1.75 liter bottles adding to its current portfolio of 750 ml and 50 ml bottles, and by opening up distribution in six more states.

Blue Ice Vodka's distinct bottle was designed by Flowdesign of Detroit, Michigan. "Our goal for the two new sizes was to keep the brand consistency of the 750ml bottle while maintaining shelf height limits and grip-ability restraints," said Flowdesign Principle, Dan Matauch. "Especially with the large 1.75 liter bottle, most companies take two approaches for grip-ability. First they can go very tall with the bottle so that the diameter is small enough to grip. This approach limits you for fitting on most eye level shelves. Second is to apply a handle grip to the back or side of the bottle, but this becomes an eye sore for most upscale bottle designs. Our solution was balancing the height and width of the bottle and leaving the depth at a minimum. This allowed us to keep the melted ice effect consistent and prominent while maintaining shelf height and grip-ability."

“Introducing two new sizes to the Blue Ice Vodka portfolio enables us to gain distribution in several more states and completes one more step in our plan for national distribution,” said Blue Ice Vodka Director of Sales and Marketing, Kevin Egan. “Even though we’ve been rated America’s top vodka from the Beverage Testing Institute (BTI), we need to have a variety of sizes available to compete with the top imported brands.”

The premium American vodka will now be distributed in six additional states; Illinois, Colorado, Arizona, Michigan, Wyoming and Montana with a goal to have availability in seven more states by August 1, 2006.

In 2001, Blue Ice Vodka was developed to reflect the quality of Idaho’s natural resources: Idaho Russet Burbank potatoes and fresh mountain spring water. A recipe that calls for premium ingredients along with a technologically advanced four-column distillation process and a five-stage filtration system was created exclusively for Blue Ice Vodka.

Blue Ice Vodka is produced at Distilled Resources, Inc. in Rigby, Idaho, the only potato spirits distillery in the United States, under the guidance of Master Distiller Bill Scott. Mr. Scott combines a seasoned palate with cutting edge technology to ensure the quality production of Blue Ice Vodka.

Blue Ice Vodka is currently distributed in California, Georgia, Idaho, Maryland, New Mexico, New York, Nevada, Ohio, Oregon, South Carolina, Utah and Washington DC and is owned by 21st Century Spirits based in Los Angeles, California.