



**FOR IMMEDIATE RELEASE**

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**PERFECT 1864 VODKA**  
**SELECTED as the Vodka of Choice at the**  
**2009 Coke Zero 400 Daytona International Speedway**  
**July 1<sup>st</sup> - July 4<sup>th</sup>**

West Palm Beach, FL, <(July 06, 2009)> The Daytona International Speedway selected Perfect 1864 Vodka as their vodka of choice throughout their Speedway property and main facilities for the 2009 Coke Zero 400 Weekend powered by Coca-Cola.

**About the Sponsor:**

Perfect 1864® Vodka was developed by Grandes Distilleries Peureux de Fougères, one of the oldest and most respected spirits producers in France, as a joint venture with Legacy Imports, Inc., West Palm Beach, Florida. Grandes Distilleries Peureux was founded in 1864, and it is one of the world's leading producers of premium quality fruit-based eaux-de-vie. Perfect 1864® was introduced in the United States in 2006 and it is currently available in 22 countries and 14 states.

Perfect Vodka has been participating at similar events like the 2009 Offshore Second Annual Sunny Isles Beach 'Offshore Powerboat Challenge Weekend', held at Haulover Park, FL, this past June 11<sup>th</sup>-14<sup>th</sup>.

The company actively supports the sports industry, and this year Perfect was proud to be part of the 2009 Coke Zero 400 at Daytona International Speedway, which marked the 25th anniversary of Richard Petty's historic 200th victory.

Perfect 1864® Vodka salutes all the legendary drivers and famous officials involved in the race as well as industry-related people from around the world for their hard work and dedication to one of the most compelling and followed entertainment sports of millions.

**About NASCAR:**

At the core NASCAR is about people not machines. The cars and tracks are just props which allow incredible people to perform amazing feats for the entertainment of millions. NASCAR is a team sport in every sense of the word. There is not a single driver on the track that doesn't owe every bit of their success or failure to a small army of men and

women working incredibly hard behind the scenes. All of the successful teams these days have multiple cars and great relationships with the manufacturers who provide additional technical support.

Since its inception NASCAR has run over 2,000 races which have been won by more than 175 different drivers. This massive body of data can be sliced and diced into hundreds of fascinating statistics. If you want to settle a bet or discover some interesting piece of NASCAR trivia there are many great NASCAR statistics to pour through.

This year's Coke Zero 400 Powered by Coca-Cola marked the 25th anniversary of Richard Petty's historic 200th victory, which took place July 4, 1984 with President Ronald Reagan in attendance. "The World Center of Racing" had a big celebration. Race fans were able to view priceless artifacts documenting Petty's historic racing career, from Petty's cars to the driver's suit that he used to win.

While there were plenty of fireworks on July 4, the other type of fireworks were on display during Saturday's Coke Zero 400 NASCAR Sprint Cup Series race at Daytona International Speedway.

Once known as the Firecracker 400, NASCAR's annual junket to the 2.5-mile track each July has always been special and fun to watch while celebrating our nation's birthday.

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