

## “PERFECT VODKA ACQUIRES A PERFECT NATIONAL SALES DIRECTOR”

### For Immediate Release:

**Palm Beach, Florida, May 6, 2010** -- Legacy Imports announced the immediate appointment of Ernest W. Brodbeck, Sr., as V.P., National Sales Director for their Perfect 1864 Vodka, a super premium brand that is imported from France.

The announcement was made by the Founder and President, Mark Smith who says, “Brodbeck, a success-driven professional that brings more than 30 years of experience in the liquor industry with a proven track record of always exceeding sales goals with new business developments is not only an asset, but the perfect marketing acquisition for the premium brand”.

In his last position, Brodbeck was a Vice President for Nolet Spirits in the US., where he pioneered and succeeded to introduce Ketel One Super Premium Vodka to the US market, building a distribution network of more than fifty distributors, serviced by a sales force of seven people, who were instrumental in increasing sales from zero to over 500,000 cases in eight years. He further directed national marketing efforts that penetrated 32 markets with access to more than 53% of US population. In addition, he was responsible for launching Ketel One Citron in the US.

Ernest Brodbeck’s prior experience also includes being Eastern Regional Sales Manager of Delicato Corporation and American Brands, where he generated over 20 million dollars in annual sales. He presently lives in Delray Beach, Florida with his wife Carollee. In his new position at Legacy Imports, Brodbeck will implement new marketing and distribution initiatives to support brand recognition and national growth of Perfect 1864 Vodka, who has to date enjoyed a successful track record under their grass roots marketing campaigns.

“Today, Perfect Vodka is being distributed in over 22 countries and many US markets, and has received valuable promotional trade and media attention in both the US and abroad by sponsoring prestigious entertainment, sporting and charitable events throughout the year”, says, Anabelle Espinal, the brand’s Regional Manager, who further claims that, “the current calendar of events includes film festivals, awards ceremonies, and even product placement in films and television productions, such as the upcoming “Ocean Heat’s” Showtime series and a new comedy film in development, entitled, “A Perfect Martini”, written by Rob Perez, Screenwriter of “40 Days and 40 Nights, who seeks the ingredients of a Perfect Vodka to make “A Perfect Martini” in the film”. The film’s Co-Producer, Marisela D’Baldriche, who is also a long time friend and PR advisor to Mark Smith says, “the placement of Perfect 1864 Vodka within the film would indeed be the Perfect match with the potential to add unprecedented co-operative marketing and advertising value to both the Perfect brand and the film.”

As Perfect Vodka continues to set new paradigms challenging consumers to take the perfect taste test at their many sponsored events throughout the world, Brodbeck, who is being positioned to bring a wealth of opportunities to the Company, says “I am confident in my ability to reach new heights and revenue growth for the Company, simply by sharing a product with the industry that I too believe is in fact “The Perfect Vodka”!

For more information about Perfect 1864 Vodka, please visit [www.perfect1864.com](http://www.perfect1864.com)

### About 1864 Vodka

Perfect Vodka is distinguishable from other vodkas because of the high standards used to ensure the quality and consistency of its ingredients and preparation. Each batch, for example, includes certificates attesting that the wheat base is sourced exclusively from a soft wheat variety found only in France's Brie Champagne region and that the water comes from natural springs in the Vosges Mountains near France's border with Switzerland. This policy is similar to that of the appellation control system that France maintains to ensure

the quality and consistency of the ingredients in its wines, champagnes and cognacs". It is for this reason that the Company takes pride branding it's product as "*The Smoothest Vodka on Earth*".

