

FOR IMMEDIATE RELEASE

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DSC ACQUIRES THE RIGHTS TO PEARL VODKA

ST. LOUIS, MO (May, 2004) — David Sherman Corporation (www.davidsherman.com) and Pearl Spirits (www.pearlvodka.com) announce a joint agreement under which David Sherman Corporation (DSC) has been granted a license to produce, sell and market Pearl Vodka in the USA, Canada and Australia.

Pearl Vodka is an award winning vodka, made from 100% Canadian Winter Wheat and sparkling-pure, Canadian Rocky Mountain spring water. Pearl is hand-crafted and distilled five times to create the finest vodka in the world. Pearl Spirits launched the brand in 1999.

“We are excited to add Pearl to our brand portfolio. It is a spectacular product and a brand that is highly marketable and has great potential for growth within the premium vodka category,” commented Donn Lux, President of DSC.

“David Sherman Corporation's experience and resources are the perfect match to propel Pearl Vodka to its full potential. We are proud to have the brand associated with DSC” commented Patrick Silvagnia, President and COO of Pearl Spirits, Inc.

Analisa Blakley, previously the DSC Group Brand Director, will become the Pearl Brand Director responsible for sales and marketing the brand in conjunction with the DSC sales force throughout the country.

Pearl Vodka is available in 1.75L, 1.0L, 750ml, and 50ml sizes. Pearl's original coconut flavored LoCoco Vodka is available in 1.0L, 750ml and 50ml sizes.

Headquartered in St. Louis, DSC has been an importer, bottler and marketer of wines and spirits for 46 years. In addition to Pearl Vodka, DSC produces, imports and markets a wide array of quality wines and spirits.

Visit the DSC corporate Web site at www.davidsherman.com or for additional information contact Analisa Blakley, Pearl Brand Director at 314-772-2626.

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