

Pearl

VODKA

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Pearl Black Vodka Added to Johnny Depp's Dead Man's Chest Vodka Toasts the Success of a Curse Called Black Pearl

ST. LOUIS, August 23, 2006 – Johnny Depp and his Pirates of the Caribbean cast mates recently added Pearl Black super premium vodka to their treasure chests to commemorate the continued success of their latest blockbuster on the high seas, Pirates of the Caribbean: Dead Man's Chest. To date, the sequel to Pirates of the Caribbean: The Curse of the Black Pearl, has grossed a record-setting \$400 million at the box office domestically.

It's no coincidence that the stars who once seemed fearful of the "Black Pearl" didn't hesitate to take in Pearl Black -- vodka that would befit even Captain Jack Sparrow himself. "In fantasy, the Black Pearl is a curse. In reality, Pearl Black is a pleasure. Luxco wanted Mr. Depp and his movie mates to have a gratifying experience with a Black Pearl. We were honored each accepted our gift to toast to their continued success," explained Luxco Executive Marketing Manager, Todd Nickodym. St. Louis-based Luxco imports Pearl vodkas.

Luxco presented its super premium vodka to Depp, Orlando Bloom, Keira Knightley, Geoffrey Rush, Jonathan Pryce and Naomie Harris, as well as Pirates producer Jerry Bruckheimer and director Gore Verbinski.

Headquartered in St. Louis and founded in 1958, Luxco is a leading importer, bottler and marketer of quality wines and spirits. Its Pearl brand portfolio includes Original Pearl Vodka (Pearl Black), Pearl Lo Coco and Pearl Pomegranate.

Pearl vodkas are imported from Canada by Luxco. The super-premium vodkas are produced from the finest ingredients including soft winter wheat and crystal pure water from the Northern Canadian Rockies, and are expertly hand-crafted in micro-batches to maintain the quality, taste and integrity.

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