



NEWS RELEASE

NLC Hits Production Milestone with One-Millionth Bottle of Crystal Head *Signs 5-Year Contract as Exclusive Supplier*

St. John's, NL, May 3, 2010 – The Newfoundland Labrador Liquor Corporation (NLC) recorded a production milestone today as the one millionth 750 ml bottle of Crystal Head Vodka rolled off the line at its St. John's-based bottling plant. Steve Winter, President and CEO of the NLC, also announced the NLC has secured a five-year contract as North America's exclusive supplier for Crystal Head Vodka. Andrew Stodart, Managing Partner, Globefill, distributor of Crystal Head was on hand to receive the 1-millionth bottle.

"This contract started 18 months ago as a 30,000 bottle project and today we are celebrating a significant achievement and demonstrating NLC's ability to produce premium products for sale anywhere in the world," said Winter. "We have made investments in our bottling plant to ensure we are ready to increase our production capabilities."

"This is an important milestone for Crystal Head," said Stodart. "The brand has reached one million bottles faster than other Vodka brands due to the dedication, commitment and enthusiasm of the people at the NLC. We are very pleased to have entered into a five-year contract with the NLC."

Crystal Head Vodka launched October 2008 in select US and Canadian markets and is now expanding into the European marketplace. In addition to the 750ml bottle, NLC will now produce three new sizes for Crystal Head – 1,750 ml, 700ml and 50 ml bottles. The bottling plant employs 15 people related to the production of Crystal Head Vodka.

Created by entertainer Dan Aykroyd and American landscape artist and portraitist John Alexander, Crystal Head Vodka is a pure spirit free of any additives such as sugar, glycerin or citrus oil. Using water sourced from the province's aquifer glacial pools, the vodka is quadruple distilled and triple-filtered through Herkimer diamond crystals.

The product is packaged in a striking skull-shaped bottle, celebrating the mystical legend of the 13 Crystal Heads possessed by tribal cultures such as the Aztec, the Mayan and the Navajo and recalls the celebration of the Mexican 'Day of the Dead' tradition.

The Newfoundland Labrador Liquor Corporation (NLC) is a provincial crown corporation in Newfoundland and Labrador, Canada responsible for managing the importation, sale and distribution of beverage alcohol within the province. NLC operates 24 Corporate Liquor Stores, services 118 Liquor Express agency

operated locations and distributes to more than 1,700 licensees. NLC is a manufacturer responsible for blending and bottling high-quality spirits destined for domestic and international markets including Screech, Old Sam, Ragged Rock, Shiver Vodka and Gin, Amherst Gate and Cabot Tower.

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