

May 9, 2012



# Panache Beverages Announces Deal to Enter Canada With Wodka Vodka and Alchemia Infused Vodka

## O.B.H. Wine and Spirits Inc. Tapped as Exclusive Canadian Partner

NEW YORK, May 9, 2012 (GLOBE NEWSWIRE) -- Panache Beverage, Inc. (OTCQB:WDKA), an alcoholic beverage company specializing in the development, global sales and marketing of spirits brands, today announced that its current portfolio of brands including Wodka Vodka ([www.welovewodka.com](http://www.welovewodka.com)) and Alchemia Infused Vodka ([www.alchemiainfusions.com](http://www.alchemiainfusions.com)) will be represented in Canada by O.B.H. Wine and Spirits, Inc.

Michael Romer, Vice President of Business Development, stated, "Foreign expansion is a critical part of the Panache growth strategy and O.B.H. Wine and Spirits gives us a tremendous partner for Canada."

Panache and O.B.H. will appear before the LCBO on June 1, 2012 to secure approval to sell and market the brands throughout all provinces and territories in Canada.

Make sure you are first to receive timely information on Panache Beverage's when it hits the newswire. Sign up for Panache's email news alert system today at: <http://ir.stockpr.com/panacheimports/email-alerts>

About Panache Beverages, Inc.

Panache Beverage, Inc. (OTCQB:WDKA), based in New York, NY, is an alcoholic beverage company specializing in the development, global sales and marketing of spirits brands. The Company's expertise lies in the strategic development and aggressive early growth of its brands establishing its assets as viable and attractive acquisition candidates for the major global spirits companies. Panache intends to build its brands as individual acquisition candidates while continuing to develop its pipeline of new brands in to the Panache portfolio. Panache's existing portfolio contains three brands: Wodka Vodka ([www.welovewodka.com](http://www.welovewodka.com)), Alchemia Infused Vodka ([www.alchemiavodka.com](http://www.alchemiavodka.com)) and Alibi American Whiskey ([www.alibiamerica.com](http://www.alibiamerica.com)).

For more information visit: <http://www.panachespirits.com>

Safe Harbor

This press release contains forward-looking statements within the meaning of the Private

Securities Litigation Reform Act of 1995 (the "Act"). Additionally, words such as "seek," "intend," "believe," "plan," "estimate," "expect," "anticipate" "project" and other similar expressions are forward-looking statements within the meaning of the Act. Some or all of the events or results anticipated by these forward- looking statements may not occur. Factors that could cause or contribute to such differences include the ability of Information System Associates to attract customers for its services, and to continue developing innovative datacenter optimization solutions. Further information on Panache Beverages' risk factors is contained in its filings with the Securities and Exchange Commission, including the Form 10-KSB for the year ended December 31, 2010 and the Form 10-QSB filed June 30, 2011. Panache Beverages does not undertake any duty nor does it intend to update the results of these forward-looking statements.

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