

June 28, 2012



# **Panache Beverages' Wodka Vodka Announces Major Distribution Deal in Australia With LMG Bottlemart Group**

## **LMG Bottlemart Group Represents 12% of Total Australian Packaged Liquor Market**

NEW YORK, June 28, 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 Wodka Vodka ([www.welovewodka.com](http://www.welovewodka.com)) has been accepted as a core range product for LMG Bottlemart Group and its 2,000 plus members.

The acceptance of Wodka Vodka by LMG Bottlemart is an endorsement of the brand's strategy, marketing and pricing. The brand is being considered a mainstream offering for the group, foreshadowing broad-based distribution across the network.

According to Alan Cunningham, CEO of Spirit Pacific: "The roll out has just begun and is very exciting and secures a strong platform for Wódka in the Australian market."

"This achievement has been the result of a great partnership with Spirit Pacific and is a reflection of over 2 years hard work and investment. It assists to solidify our expectation for the Australian and New Zealand markets of 30,000 cases and growing over the next 12 months," says James Dale, CEO Panache Beverage Inc.

Wodka Vodka is a low priced, premium vodka imported from Poland.

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 Bottlemart*

The LMG group represents Bottlemart, Bottlemart express, Harry Browns, Sip n save, Down under Cellars, a group of independently owned hotels and bottleshops.

Established in 1977, today the group comprises over 2000 members throughout Queensland, New South Wales, Victoria, Northern Territory, South Australia and Western Australia.

Each hotel and bottleshop is independently owned and managed and is committed to

providing the highest possible level of retail convenience and hospitality service – whether it is the ambience of the public bar, quality and value of the food service, the level of entertainment or the wide range available in the bottleshop.

Bottlemart was awarded the Independent Retail Banner Group of the year 2010 at the prestigious Australian Liquor Industry Awards.

Bottlemart is a major contributor to Smiling for Smiddy. Smiling for Smiddy raises funds for cancer research and health care by activating individuals and communities in the fight against cancer. Through events such as the Bottlemart Smiling for Smiddy Challenge, the team at Smiddy has raised more than \$1.6 million since 2006.

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

*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, 2011 and the Form 10-QSB filed March 31, 2012. Panache Beverages does not undertake any duty nor does it intend to update the results of these forward-looking statements.

CONTACT: Investor Contact:

Gerald Kieft  
The WSR Group  
772-219-7525 (tel)  
IR@theWSRgroup.com

Source: Panache Beverage, Inc.

