

July 30, 2012



Panache Beverages' Wodka Vodka Announces Distribution Into Nevada

Crush Wine and Spirits to Carry Wodka Vodka in Nevada

NEW YORK, July 30, 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) is now available in Nevada, distributed by Crush Wine and Spirits, a SWAP Beverage Affiliate.

James Dale, Chief Executive Officer of Panache Beverages, stated, "We've waited for the right strategic time to enter Nevada and believe the brand is poised for success there; Crush Wine and Spirits is excited about the brand's potential in the state."

Among the immediate distribution wins in Nevada is Lee's Discount Stores where the brand has been rolled out in 15 locations, Stage Door, Sushi Samba, Batali Restaurants, Carne Vino, B&B, Otto, DOCG, STK, Blue Ribbon, Jaleo, Commecca, DW Bistro, Triple George, Mob Bar, RM seafood and Todd's Unique Dining.

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), Alchemia Infused Vodka (www.alchemiainfusions.com) and Alibi American Whiskey (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. 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.

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