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For Immediate Release

TRUMP® PREMIUM GRAPE VODKA WINS HIGHEST HONOR AT WORLD SPIRITS COMPETITION

February 4, 2009, New York, NY –The Trump Organization, in partnership with Drinks Americas Holdings, Ltd., is pleased to announce the recent award of “Best of Show-The Platinum Award” in the flavored vodka category at the 2008-2009 World Spirits Competition for Trump Premium Grape Vodka.

Held in Geneva, Switzerland, The World Spirits and Beverage Competition is the largest beverage competition in the world, with over 50,000 entries.

Patrick Kenny, President and CEO of Drinks Americas said, “The consumer is telling us through sales that Trump Premium Grape Vodka is an award-winning product. It was very exciting to receive another milestone award for taste and quality. This month we have two containers of just Trump Premium Grape Vodka shipping to the US to fill rising consumer demand for the great tasting product. We are very pleased with the award.”

The collection of Trump Premium Vodka flavors launched summer 2008, which includes citron, grape, orange and raspberry flavors. The demand for premium quality flavored vodka follows the phenomenal success of Trump Super Premium Vodka, which has also received prestigious recognition including a “4-stars, Highly Recommended” rating from F. Paul Pacult’s Spirit Journal and a “Superb (90-95) Highly Recommended” by Wine Enthusiast Magazine.

Cathy Hoffman Glosser, Executive Vice President of Global Licensing, The Trump Organization commented, “We are thrilled that Trump Premium Grape Vodka was awarded “Best of Show-The Platinum Award.” The industry recognition further establishes the brand in the premium vodka

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category. We are looking forward to continued success and growth with the addition of new products in 2009.

Trump Super Premium Vodka is available throughout the U.S. at wine and spirit retailers, high-end restaurants, bars, clubs, hotels, lounges and other locations where premium spirits are sold. Internationally, Trump Super Premium Vodka is currently sold in Russia, Canada and the Dominican Republic, with further expansion in 2009.

The Trump Organization

The Trump Organization encompasses global real estate development and global licensing, sales and marketing, property management, golf course development, entertainment and product licensing and brand development. Donald J. Trump is the Chairman and President of The Trump Organization, a privately held company in New York. (www.Trump.com).

Drinks Americas

Drinks Americas develops, owns, markets and nationally distributes alcoholic and non-alcoholic premium beverages associated with renowned icon celebrities. Drinks Americas' portfolio of premium alcoholic beverage includes Donald Trump's Trump Super Premium Vodka and Willie Nelson's Old Whiskey River Bourbon and Bourbon Cream, and non-alcoholic Paul Newman's Own Lightly Sparkling Fruit Juice Drinks and Flavored Waters.

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