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For Immediate Release

SQUARE ONE® ORGANIC VODKA IS A PERFECT WAY TO TOAST THE ENVIRONMENTAL MEDIA ASSOCIATION AWARDS, NOVEMBER 8TH

SAN FRANCISCO AND LOS ANGELES, CA, NOVEMBER 1, 2006...Square One® Organic Vodka is proud to announce that it is a sponsor of the 2006 Environmental Media Association Awards (www.ema-online.org), an evening that celebrates the achievements of the environmental and entertainment communities, on November 8th at the Ebell Club of Los Angeles. Square One will have its own Square One Organic Vodka Bar from which noted environmentalist, organic chef and author, Jesse Cool will pour the specially created, "Square One Organic Vodka EMAtini" to toast the honorees and guests. Cool, the founder of the Cooleatz group (www.cooleatz.com), is a fan of Square One and volunteered to join the Square One for the EMAs. Made from 100% certified organic American rye, Square One Organic Vodka (www.squareonevodka.com), was introduced earlier this year and is already available in 11 states.

"We're thrilled to participate in the EMA Awards in this year," shared Allison Evanow, Founder and CEO of Square One Organic Vodka. "It's a perfect way to introduce Square One to this important green audience and a fun way to salute the honorees. We will toast them with a truly green, organic cocktail."

After arriving on the EMA "green" carpet, guests will visit the Square One Organic Vodka Bar to be treated to the "Square One Organic EMAppletini". This hand-crafted cocktail made with Square One Organic Vodka will be a delicious "Appletini" blended with all organic ingredients - apples, juice, agave nectar and cinnamon. The recipe may be found at www.squareonevodka.com on November 8, 2006.

About Square One

Square One® Organic Vodka is an artisanal vodka, created with 100% certified organic American rye, and is a brand of Square One Organic Spirits, LLC, a female owned and managed company based in Novato, California. Square One sources the best organic rye and uses only organic yeasts and natural nutrients in a distillation process certified by the U.S. Department of Agriculture (USDA) National Organic Program (NOP). The only other ingredient is pure, fresh water from the pristine watershed of the Teton Mountains. For press information, visit http://www.charlescomm.com/clients/square_one.html or call Kimberly Charles at 415-701-9463 or Susan Holden Walsh at 303-449-2526.

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