

STOLICHNAYA® ELIT™ & PENNY PREVILLE UNVEIL THE STOLICHNAYA® ELIT™ COLLECTION

*Couture Diamond Collection to Benefit
DIFFA: Design Industries Foundation Fighting AIDS*

PURCHASE, NY (March 30, 2007) – Stolichnaya elit, the world’s first ultra-premium vodka, has joined forces with renowned red carpet jewelry designer, Penny Preville, to present *The Stolichnaya® elit™ Collection*, a one-of-a-kind diamond jewelry line.

Inspired by Stoli® elit’s unprecedented clarity and its status as the ultimate luxury vodka, the exquisite diamond collection is comprised of four individual pieces featuring an extraordinary **elit™ Diamond Cuff Bracelet** and **elit™ Diamond Clip-on Pendant**, both radiating Penny Preville’s signature floral styling and ‘sensual’ scrolling. Dramatic 18K gold **elit™ Hoop-Earrings** dripping with diamonds, and bold, deco-inspired **elit™ Cuff Links** boasting emerald cut diamonds complete the collection. *A full description is listed below.*

“The collection stands as a testament to elit’s stature as the most luxurious vodka on the market,” says Adam Rosen, Senior Brand Manager for Stolichnaya®. “Penny Preville was the perfect choice to create this unique collection. In addition to her timeless style and elegant sensibilities, she also shares many of the values upheld by elit. Both brands combine old-world techniques with the latest technological innovations, while investing in time consuming and expensive production processes that yield unsurpassed quality.”

The collection was unveiled to actress Rosario Dawson, who along with her closest friends, enjoyed a front-row seat on the elit branded Gulfstream IV jet 41,000-feet above LA.

The luxurious in-flight fashion show included a gourmet tasting menu created by Terrance Cave, owner and executive chef at Manhattan’s acclaimed HQ restaurant. Jason Kosmas, award-winning mixologist and co-founder of *Cocktail Conceptions*, the ground-breaking drinks consulting firm, was on-board to personally mix customized Stoli eli_t cocktails made with glacier ice.

For added indulgence, celebrity esthetician Arsi Tavitian, facialist at Rita Hazan in New York, provided signature facials on-board the jet while guests sit back and enjoyed the flight.

After its glamorous debut, *The Stolichnaya® elit™ Collection* will be auctioned off later this year with all of the proceeds benefiting DIFFA: Design Industries Foundation Fighting Aids, one of the largest funders of HIV/AIDS service and education programs in the United States.

The Stolichnaya elit™ Collection

***elit™* Cuff Bracelet**

This signature Penny Preville cuff bracelet is made of 18K gold and diamonds with exquisite, intricate detailing encircling the wrist. The cuff is lacy and feminine with floral accents and a perfect statement of ‘timeless elegance.’

***elit™* Clip-on Pendant with Signature Chain**

This 18K gold and diamond clip-on pendant incorporates Penny Preville’s unique signature styling of flowers and ‘sensual’ scrolling. The diamond pendant is stylishly versatile and can be worn in various ways, with different necklines, depending on how it is clipped onto the gorgeous diamond chain.

***elit™* Earrings**

Stylish, yet with a timeless quality, these 18K gold and diamond hoop earrings are dramatically accented with Penny Preville’s signature design elements. Bold expressions with a shimmer of moving diamonds, these earrings are statements of jewelry that is current, yet enduring.

***elit™* Cuff Links**

These deco-inspired, dazzling diamond and 18K gold cuff links are the perfect accessory for any distinguished wardrobe. The ‘deco’ design is achieved by Penny Preville’s careful placement of emerald cut and round diamonds. These elegant cuff links are meant to impress.

About Stolichnaya® elit™

Stolichnaya® Elit™ originally comes from vodka’s own heritage. The mastery of the various elements of Russian vodka creation was once closely guarded by the privileged few; initially within the church and noble classes, and then inherited by the “divine” czars. Elit™ preserves this prestigious history and the scientific input – the key to this vodka’s distinguished unsurpassed quality.

Stolichnaya® elit™ is distilled four times, mixed with pure spring water, and is then filtered using a patented freeze-filtration process. This echoes the age-old Russian tradition

of pouring vodka into wooden barrels, stored outdoors in the icy Russian cold. This process causes the contents inside of the barrel to freeze, leaving only the best and most delectable vodka unfrozen in the center. This remainder, known as “alpha,” is what defines elit™.

About Penny Preville

Fusing old-world techniques with a contemporary sensibility, Penny Preville’s collections strike a balance between elegance, fashion and wearability. Available in 18K gold or platinum, her designs are delicately set with diamonds and colored gemstones. Penny’s jewelry is at once timely and enduring. Recognized by numerous industry awards for excellence, her achievements have been highlighted in major fashion and lifestyle publications internationally. Celebrated and influential women everywhere can be seen wearing her jewelry.

About DIFFA

DIFFA: Design Industries Foundation Fighting AIDS is one of the largest funders of HIV/AIDS service and education programs in the United States. Since its founding in 1984, DIFFA has mobilized the immense resources of the design communities to provide more than \$35 million to hundreds of AIDS organizations nationwide. For more information or to make a donation please visit www.diffa.org

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