

Blavod Extreme Spirits Extends International Reach with New Product; El Diamante del Cielo Tequila Will Be Available in the United States in 2006

FRANKLIN, Tenn. Blavod Extreme Spirits' (LSE:BES) new joint venture, Diamante Spirits, announced today that it will produce and market a new tequila, El Diamante del Cielo (Diamond in the Sky) beginning in the United States in 2006. El Diamante del Cielo will further solidify BES' growth in the international boutique drink market where it already produces and markets Blavod Black Vodka and Players Extreme vodkas and rums. BES also has a growing wine division, now distributing a varied list of niche Italian wines in the United States.

"El Diamante del Cielo is a major product introduction and the first product of Diamante Spirits," said Jeff Hopmayer, CEO of Blavod Extreme Spirits. "We are very excited to bring our first new brand from the JV to market. We anticipate that we will make El Diamante del Cielo a highly competitive international brand within a short time frame."

BES plans to test El Diamante del Cielo in three major U.S. markets in October, 2005. "We have selected the markets, but won't announce the locations until day one of the test for competitive reasons," Hopmayer said. "We expect the tests in these markets will drive national demand for El Diamante del Cielo and further establish BES as a brand leader in the United States."

Blavod will produce three different qualities of El Diamante del Cielo - Blanco, Reposado and Anejo. The handcrafted tequilas feature the finest, 100% pure Blue Waeber Agave grown exclusively in the optimal conditions found in the Jalisco region of Mexico. Respectful of the heritage of tequila making, the agave is harvested by hand by authentic Jimadors, a tradition passed from father to son in Mexico for centuries. One hundred years in the making, the tequila is bottled on an estate deep in the heart of Mexico.

El Diamante del Cielo Blanco goes straight from the distillation process

to the bottle making it the purest, agave fruit forward tequila in the trio. In the triple-distilling process, the "head and tail" of the tequila are thrown out, reserving only the heart of the batch for bottling. The clear, pure Blanco tequila that remains is great for sipping, but even better for mixing.

By Mexican regulation, Reposado tequilas are aged in large oak barrels for a minimum of 60 days and a maximum of one year. To get more tequila to market, most companies bottle Reposado on the 60th day. El Diamante del Cielo Reposado is bottled on the 364th day of aging, the last day possible, to give it a smoother and fuller-bodied taste than most Reposado tequilas. Although this aging process is more expensive, this Reposado reaps the rewards with a full-bodied vanilla and caramel taste that is supremely sippable and perfect for mixing that special tequila drink.

Anejo tequilas are sealed by the government for a minimum of one year. El Diamante del Cielo Anejo extends the aging process up to four years to make a smooth, buttery, oaky tasting tequila. El Diamante del Cielo Anejo, dripping with flavorful spices and subtle scents of tropical fruits, is the ultimate sipping tequila. Rated at 96, this Anejo is one the highest rated tequilas ever created.

Blavod Extreme Spirits announced earlier this year the formation of Diamante Spirits LLC, a joint venture company. Blavod Extreme Spirits is responsible for the day-to-day management of this 50:50 joint venture.

About Blavod Extreme Spirits:

Blavod Extreme Spirits, plc (LSE:BES), is an international spirits company based in London with U.S. offices in Franklin, Tenn. Formed by the 2003 merger of Blavod Black Vodka plc and Extreme Beverage Company, Blavod Extreme Spirits produces and sells its black-colored vodka, aptly called Blavod, throughout the world. BES also produces and sells the award-winning, intensely flavored line of Players Extreme vodkas and rums. In the United States, BES is the exclusive distributor of an elite wine portfolio of fine Italian wines. For more information on the company, please visit www.blavodextreme.com.

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