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RUSSIAN STANDARD® VODKA IS NAMED OFFICIAL SPONSOR OF THE 2012 MISS UNIVERSE® AFTER PARTY

New York, NY- December 17, 2012— The Miss Universe Organization announced today that Russian Standard Vodka has been named official sponsor of the 2012 Miss Universe After Party, which will take place immediately following the Miss Universe worldwide telecast this Wednesday, December 19.

“There’s nothing standard about partnering with Russian Standard Vodka, one of the premiere vodka companies in the world,” said Jason Webski, Director of Marketing and Business Development for the Miss Universe Organization. “It was only fitting for two global brands to collaborate and throw an amazing after party that serves as the culmination of the world’s most-watched beauty competition, Miss Universe.”

Nearly 1,000 guests are expected to attend the Miss Universe Russian Standard Vodka After Party at the Planet Hollywood Resort and Casino in Las Vegas, site of this year’s competition. A total of 89 contestants will compete in the Miss Universe contest, but only one lucky contestant will win the coveted title of Miss Universe. Celebrating 61 years of beauty, confidence and tradition, the newly crowned Miss Universe, along with the other 88 contestants and VIP guests, will spend the evening sipping on customized Russian Standard Vodka cocktails and simply enjoying “vodka as it should be.”

The 61ST Annual MISS UNIVERSE® Competition will be broadcast live from Planet Hollywood Resort & Casino in Las Vegas on Wednesday, December 19 at 8 p.m. ET on NBC. For more information, visit www.missuniverse.com.

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ABOUT THE MISS UNIVERSE® PAGEANT

The Miss Universe Organization, a Donald J. Trump and NBC Universal joint venture, is a global community empowering role models of beauty, health and leadership for young women of today. As part of the Miss Universe Organization, Miss Universe is dedicated to partnering with charities around the world, and to increasing awareness for HIV/Aids prevention. For more information, visit: www.missuniverse.com.

ABOUT RUSSIAN STANDARD VODKA

Russian Standard Vodka is the world’s #1 premium Russian vodka.* The Russian Standard Vodka portfolio leads the premium segment in Russia with a 50 percent market share and sales of over 2.6 million cases worldwide in 2011. Roustam Tariko, the founder of Russian Standard, introduced Russian Standard Vodka in 1998 as the first authentic Russian premium vodka. A mere two years after Russian Standard Vodka launched in Russia, the brand’s sales surpassed all imported premium vodkas, leading to

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broad international expansion as well as the launches of Russian Standard Platinum in 2001, Imperia Vodka in 2004, and Russian Standard Gold in 2008. Now the Russian Standard Vodka portfolio has grown to reach more than 75 markets across Europe, the Americas, Asia and Africa. Most recently, Russian Standard Vodka was awarded kosher status for all of their products.

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*IMPACT 2012, Global Sales

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