

LUCKY DOG VODKA

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Lucky Dog Vodka Philanthropy Initiative Supports African Services Committee

Vodka Company Matches Facebook "Likes" with Dollars for Nonprofit

NANTUCKET, MASSACHUSETTS – JUNE 25, 2012 – Lucky Dog Vodka Inc., the Nantucket based hand crafted vodka company, today announced an initiative to benefit African Services Committee, a U.S. nonprofit that combats malnutrition, tuberculosis and AIDS in New York City and in Ethiopia. For every new "Like" up to 5,000 on Lucky Dog Vodka's Facebook page (www.facebook.com/LuckyDogVodka), LDV will contribute \$1 to Africa Services, specifically targeted to the organization's Ethiopia efforts. In addition, Lucky Dog Vodka will donate an ongoing portion of its sales proceeds to African Services.

"Lucky Dog is not only a great vodka; we're also a good vodka company," said Greg Nichols, Nantucket resident and Lucky Dog Vodka Founder and President. "In a country where three quarters of the population survive on less than \$1 per day, our contribution to African Services Committee will provide nutritional support for children, and HIV tests and antiretroviral drugs to many people." Nichols traveled to Ethiopia last year and observed the work of African Services firsthand.

African Services, established in 1981, is the oldest African organization in New York City and the leading peer provider of health services to African immigrants in the U.S. It provides health, housing, legal and social services to more than 10,000 newcomers each year, focusing on HIV prevention, testing, care and advocacy. Community outreach is conducted in English, French, Fulani, Wolof, Bambara, and Mandingo. In 2003, African Services established a presence in Ethiopia and operates four community based clinics that provide free and confidential HIV services and support. www.africanservices.org.

Lucky Dog Vodka is a new hand crafted vodka, "Born on Nantucket and raised in the Rocky Mountains" that launched in New England in May, 2012. LDV is distilled from locally grown Idaho winter wheat and mixed with Rocky Mountain meltwater from the Snake River aquifer. Lucky Dog Vodka achieved international recognition prelaunch as Gold Medal Winner of the 2011 New York World Wine & Spirits Competition. Additional information about Lucky Dog Vodka can be accessed via www.luckydogvodka.com.