



LUCKY DOG VODKA

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Lucky Dog Vodka Launches in Georgia via Georgia Crown Distributing Company *Premium Hand Crafted Vodka “Born on Nantucket, Raised in the Rocky Mountains”*

ATLANTA, GEORGIA AND NANTUCKET, APRIL 22, 2013 – Lucky Dog Vodka, a premium hand crafted vodka, “Born on Nantucket and raised in the Rocky Mountains” was officially launched in Georgia through Georgia Crown Distributing Company of Atlanta. Lucky Dog Vodka is now available at restaurants (including Buckhead Bar & Grill in Columbus, Horseradish Grill in Atlanta and The Sparetime in Savannah), bars (including The Ultimate in Atlanta, The 50 Yard Line in Riverdale and Tavern on 74 in Peachtree City) and scores of liquor stores through Georgia (including Beverage Super Store in Suwanee, Harrison Liquor Store in Augusta, West Cobb Wine & Spirits in Marietta and Vinings Bottle Shop in Atlanta. Lucky Dog is a featured vodka at events including Thunder in the Valley Air Show in Columbus, Georgia.

Founder and President Greg Nichols, a former U.S. Ski Team mogul specialist, launched Lucky Dog Vodka in May, 2012 from the island of Nantucket in Massachusetts, where he lives year round. Lucky Dog Vodka is distilled in Rigby, Idaho from locally grown Idaho winter wheat mixed with Rocky Mountain meltwater from the Snake River aquifer. Lucky Dog Vodka’s clarity, crispness and sparkle earned it a Gold Medal prelaunch at the 2011 New York World Wine & Spirits Competition. Lucky Dog Vodka has a suggested retail price of \$21.99/750 ml. www.luckydogvodka.com

“We are excited to be partnering up with Georgia Crown. They have a great team and reputation, and we are seeing a great fit between Lucky Dog and Georgia,” said Lucky Dog’s Nichols. “Georgians are known for being unpretentious and fun, and that is really what we are all about. We are in this for the long haul and so is Georgia Crown, and we think it’s going to be a great ride.”

“Lucky Dog is a great tasting vodka with a message that is dynamic, vibrant, and all about having fun,” said Don Leebern, III, President of Georgia Crown Distributing Company. “Lucky Dog’s premium quality and excellent price point will appeal to our bar and restaurant customers. We are also proud to be the first distributor of Lucky Dog in the Southern U.S.” Georgia Crown Distributing Company, established in 1938, is a fourth-generation family owned wholesale distributor of spirits, wines, beer and specialty products. www.georgiacrown.com

The official vodka of the American Museum of Natural History, Lucky Dog Vodka is a featured vodka during the Sundance Film Festival in Park City, Utah at Bloody Mary clinics held at a five star luxury hotel. Lucky Dog Vodka’s red, blue and white label and distinctive bottle make it easy to spot.

Lucky Dog is not only a great vodka, it is a great vodka company. Lucky Dog Vodka donates an ongoing portion of sales proceeds to Harlem-based nonprofit African Services Committee and donates a dollar to African Services for every Facebook follower at www.facebook.com/LuckyDogVodka.