

PLATFORM MEDIA GROUP



AN ESHELMAN RED ROSE COMPANY
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**SUPER-PREMIUM ÍS VODKA DEBUTS IN SIN CITY
AT THE GLOBAL GAMING EXPO BOOTH N314**

<http://www.globalgamingexpo.com/>

ÍS—PRONOUNCED “ICE”—VODKA BRINGS PURE LUXURY TO GAMING INDUSTRY

WHAT: ÍS VODKA makes its Las Vegas debut at the Global Gaming Expo (G2E), November 18-20, 2008 at the Las Vegas Convention Center. IS VODKA invites guests of the trade show to visit booth XXX, and “experience vodka for the first time.” IS VODKA is a super premium vodka distilled seven times and blended with naturally pure Icelandic water which truly puts it in a category all its own.

WHERE: Las Vegas Convention Center
3150 Paradise Road
Las Vegas, NV

WHEN: November 18, Noon-5:00PM;
November 19, 10:00AM-5:00PM;
November 20, 10:00AM-4:30PM

BOOTH: Booth number N314

**WHAT
ELSE**

ÍS VODKA, pronounced “ice,” is an exceptional new entry to the super-premium vodka category, uniquely designed to address the international consumer’s growing taste for luxury and more demanding palate. Imported to the United States by Viking Glacier Spirits (US) Inc., this ultra-premium blend of naturally pure Icelandic water and non-genetically engineered wheat is distilled seven times to ensure an unparalleled taste experience. As consumers of luxury products become ever more health conscious, VGS is proud to introduce this truly pure spirit to the United States marketplace. www.isvodka.com

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