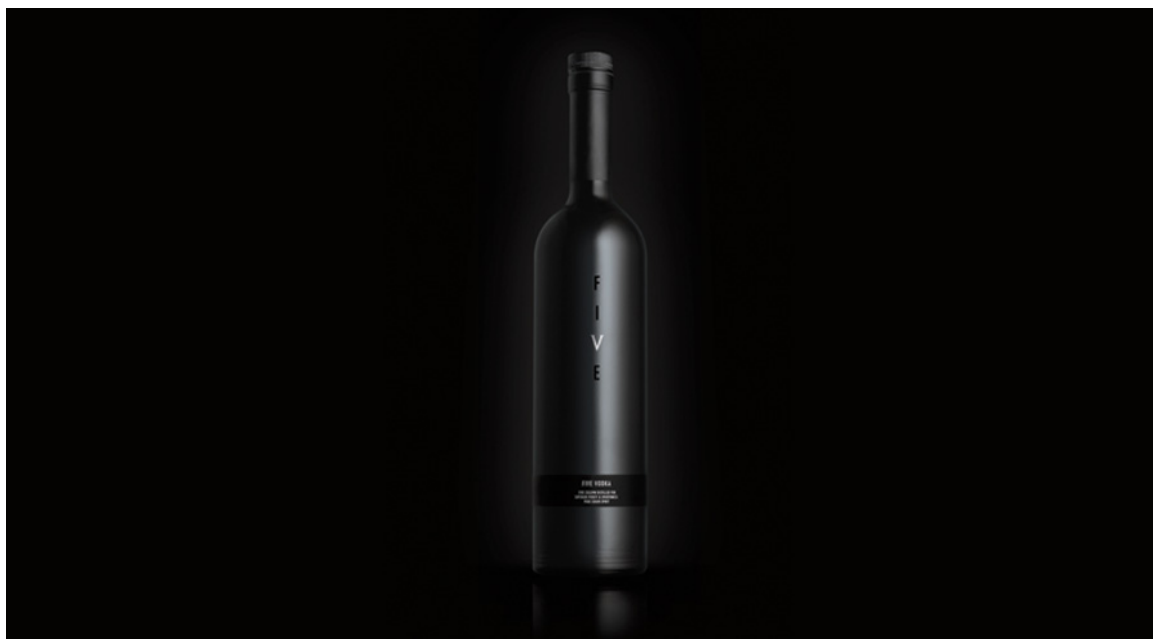


NEWS: A BRONZE PENTAWARD FOR THE BRAND UNION LONDON

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The Brand Union London is thrilled to have been awarded a Bronze Pentaward for its packaging design for Five Vodka.

The Pentawards recognise excellence in packaging design, with a global competition judged by leading figures from the industry. It is the only worldwide competition dedicated to packaging design and serves to highlight the profession to a global audience, through promoting only the best design work in the category. This year over 950 entries were submitted from more than 50 countries around the world.

'Five' Vodka is a 43%ABV premium vodka, distilled by the Welsh Whisky Company using water drawn from the Breacon Beacons - glacial water that has been naturally filtered through ancient rock formations. This incredible purity, combined with the five-column distilled grain spirit and traditional copper still, produces an elegant vodka with superior quality and smoothness than its charcoal filtered rivals. This batch produced spirit is so unique, its packaging needed to reflect the quality and purity.

Borrowing from the house colour palette, we designed a striking black bottle, breaking with the norm for ultimate shelf presence in a crowded marketplace. The limited edition packaging retains the brewers native bottle shape for familiarity, whilst moving their designs forward in a dramatic way. The re-imagined marque embraces the name and highlights the letter 'V', the Roman numeral for five, in a reflection of the unique five-column distillery process.

Speaking of the design and award win, Glenn Tutssel, Executive Creative Director commented *"This was a great project for us to work on, we have a lot of experience in this sector and were really pleased with the final designs. We were thrilled to be recognised with The Pentaward."*

The Pentawards prize ceremony was held in New York on the 29th of September 2011, at the Marriott Marquis on Times Square. The designs awarded will be presented in Paris in January 2012 at the DesignPack Gallery (www.designpackgallery.fr), the creative space devoted to packaging design, opened under the initiative of Fabrice Peltier. All awarded entries from the 2011 and 2012 awards will be made available in a 400+ page book published by Taschen and available from October 2012.

For more information on the Pentawards, visit the site www.pentawards.org