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Altamar Brands, LLC And Pelican Brands Form Wide Ranging Strategic Partnership To Develop, Market & Sell Premium Spirits Brands

Altamar Brands Is A Luxury Spirits Company founded By W.L. Lyons Brown, III

Pelican Brands Is The Fastest Growing Full Service Brand Platform In The Global Beverage Industry

Corona del Mar, California & Carmel, IN, USA – May 4, 2010 - Altamar Brands and Pelican Brands today announced a wide ranging strategic partnership created to develop, market and sell premium spirits brands.

W.L. Lyons Brown III, CEO of Altamar said, “We are thrilled to be partnering with Smoke and his team. We presently face a perfect storm of challenges in building luxury brands through a small company model in this economic environment and, after careful study; we are convinced that Pelican Brands is uniquely positioned to help us meet them.”

“We are honored and privileged to partner with Lyons and the Altamar team”, said **J. Smoke Wallin, Chairman of Pelican Brands**. He continued, “We created Pelican Brands on a foundation of innovation with an eye to achieving extraordinary results for exceptional brand partners and building meaningful scale in each product category in which we choose to compete. This strategic partnership with Altamar serves as a catalyst for our luxury spirits platform and continues the momentum Pelican has built since inception.”

This deal follows Pelican Brands’ previous announcements of its exclusive U.S. rights to the brand management of Singha beer Thailand’s no.1 export beer, Napa Smith, handcrafted beers from the Napa Valley and the exciting launch of Artá Hand Crafted Ultra Premium Tequila with a Conscience.

Don Hammond, President of Pelican Brands, said, “The care and attention to detail with which Altamar has nurtured Right Gin, Kubler Absinthe and Ocho Tequila sets the bar in the ultra premium spirits sector. Combining our strengths in distribution, national accounts and in-market execution will only serve to drive the business forward as the economy and importantly the premium on-premise sectors show signs of improvement.”

About Altamar Brands, LLC

Altamar Brands, LLC was founded by W. L. Lyons Brown, III in 2005 for the purpose of developing luxury spirits brands that change perception. The company is located in Corona Del Mar, California. Altamar imports and markets 3 brands, Kubler Absinthe from Switzerland, Right Gin from Sweden and Tequila Ocho from Arandas, Mexico. It is Altamar's intention to develop a presence in all spirits categories with highly distinctive product stories that support a premium brand positioning. More detail on the company, the brands and all press is available at www.altamarbrands.com.

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About Pelican Brands

Pelican Brands nurtures and builds brands in the global beverage alcohol space. Our team and partners have extensive experience in the global beverage and consumer packaged goods industries. Pelican Brands is headquartered in Carmel, IN with offices in the United Kingdom and a sales team covering the U.S. and select international markets. Pelican's growing portfolio of brands include super premium entrants in spirits, beer, wine and mixers.

- Pelican Brands **Beer** Portfolio: Thailand's #1 export, Singha Beer www.singhabeer.com, Napa, CA's award winning craft beers from Napa Smith Brewery www.napasmithbrewery.com,
- Pelican Brands current **Spirits** Portfolio: **Artá** Hand Crafted Ultra Premium Tequila with a Conscience www.artatequila.com, The Margarita King, the fun, passionate and a great tasting margarita cocktail in a bottle www.themargaritaking.com
- Pelican Brands **Mixer** Portfolio: bold and spicy, Red Eye Texas Style Bloody Mary mix www.redeyeband.com.

For more information on Pelican Brands our website is www.pelican-brands.com.