

ESPIRITU DE PROGRESO LATINO CELEBRATES ASPIRATIONS AND ECONOMIC
ADVANCEMENT OF LATINOS--LOCAL NON-PROFIT PROGRAMS RECEIVE BOOST

Global Spirit Brands Celebrate The Latino Spirit of Progress With New Initiative Advancing Aspirations of Latinos In L.A.--NALIP To Benefit

(DATELINE) – ***Espíritu De Progreso Latino, the Latino Spirit of Progress***, a new community initiative that celebrates and supports the progress of Latinos, will kick-off on January 15, 2008, in Los Angeles. This community-based program is designed to raise awareness of the challenges facing Latinos as they strive to achieve their goals of prosperity and a better life for themselves and their families in this country.

Sponsored by three of the world's leading spirit brands, Chivas Regal Scotch, Malibu Rum & Stolichnaya Vodka, ***Espíritu De Progreso Latino*** aims to shine a spotlight on the issue of personal progress—consistently listed by U.S. Latinos as one of their top concerns—by giving a financial boost to local non-profit organizations that help Latinos to achieve goals through positive programs focused on education, job training and career enhancement. Partnering organizations were selected through a rigorous RFP process based on accountability and compatibility with the mission and goals of the program and program sponsors. Funding will be driven by community participation, across two markets, Los Angeles and New York.

NALIP Selected as Beneficiary

NALIP, a Los Angeles-based non-profit organization, acclaimed as the first in the nation to provide assistance for Latino filmmakers and producers, has been selected as the local ***Espíritu De Progreso Latino*** beneficiary for Los Angeles.

"NALIP, with its long history of providing effective tools to help individual Latinos achieve their dreams and touch the highest points of personal success is perfectly aligned with the mission at the heart of our program. At the same time, NALIP reinforces our fundamental criteria for *success--* cultural pride and enhanced self-esteem," says Bill Cherrie, Vice President of Multicultural Marketing for Pernod Ricard, parent company for the sponsoring brands.

According to NALIP Executive Director Kathryn F. Galan, the organization advances Latino progress in multiple ways. "NALIP makes sure that artists are trained and supported to increase the quality and quantity of images by and about Latinos – everywhere you see media," she says. "Writers and directors, producers and performers of films, television and documentaries are bettering themselves and improving the images of Latinos – so when you see great shows such as *Ugly Betty* and *Cane*, or movies like WALKOUT, you are seeing American Latinos finally telling our stories."

Community Participation Drives Program Success

By design, ***Espíritu De Progreso Latino*** will engage the entire Los Angeles community, substantially raising awareness, by linking the amount of funding to an

online platform that invites individuals to share photos and stories depicting the accomplishment of Latinos; including personal success or the achievements of others. For each upload, Chivas Regal Scotch, Malibu Rum & Stolichnaya Vodka will make a cash donation to the partner charities on the list. Photos or images that personify the struggles or accomplishments of Latinos and Latinas are welcome. There's no limit to the number of photos or stories an individual can upload, and everyone is invited to submit multiple times to generate maximum funds for the beneficiaries. The program will conclude with an exhibit of representative photos from NALIP's members, scheduled for May, 2008.

Spokespersons for the exclusives brands, Chivas Regal Scotch, Malibu Rum & Stolichnaya Vodka, are calling on the entire Los Angeles community to rally behind the program and its mission by uploading to <http://www.espiritudeprogresolatino.org>. The greater the community participation in Los Angeles, the more funds flow into NALIP programs.

"Through their rich contributions and accomplishments over the years, Latinos have significantly improved our communities, making Los Angeles a better place to live, work and play," adds Cherrie. "The public can substantially help others by sharing their personal experiences that capture this indomitable spirit."

According to Carlos Santiago, President and CEO, Santiago Solutions Group, "Latinos in this country have a strong desire to attain the best possible living conditions and educational access for their families, often against great odds. ***Espíritu De Progreso Latino*** is designed to celebrate one of the most salient characteristic of the Latino community in Los Angeles—the drive and force to reach a better future."

For additional details, log onto <http://www.espiritudeprogresolatino.org>.

ABOUT NALIP

NALIP's mission is to promote the advancement, development and funding of Latino/Latina film and media arts in all genres. NALIP is the only national organization committed to supporting both grassroots and community-based producers/media makers along with publicly funded and industry-based producers. NALIP is a national membership organization addressing the professional needs of Latino and Latina independent producers; fully committed to supporting grassroots and community-based producers and media makers along with publicly funded and industry-based producers. It is the first such effort aimed at Latino production and the first to provide ongoing support for the Latino independent film and video maker. www.nalip.org.

ABOUT PERNOD RICARD USA

Pernod Ricard USA, based in Purchase, N.Y., is a leading producer, importer and marketer of prized spirits and wine brands in the United States and is one of the fastest growing subsidiaries of the world's #2 spirits company and #4 wine company, Paris, France-based Pernod Ricard, S.A. The completion of Pernod Ricard's acquisition of Allied Domecq in 2005 vaulted Pernod Ricard USA to the forefront of the U.S. spirits market, doubling the company's sales value and market share. The company is now the third largest in the U.S. spirits industry by sales value and the fifth largest by sales volume in the U.S.

Pernod Ricard USA's leading brands include Kahlúa® Liqueur, Chivas Regal® Scotch Whisky, Seagram's Extra Dry Gin®, Malibu® flavored Rum, Stolichnaya® Vodkas, Jameson® Irish Whiskey, The Glenlivet® Single Malt Scotch Whisky, Wild Turkey® Bourbon, Beefeater® Gin, Hiram Walker™ Liqueurs and Martell™ Cognac, as well as Jacob's Creek® and Brancott Estate® wines, Perrier Jouët® Champagne, Mumm® Champagne and Mumm Napa™ wines, and Pernod® and Ricard® Liquors. Pernod Ricard USA urges all adults to accept responsibility when considering consuming alcoholic beverages.