

For Immediate Release

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BLUE ICE VODKA ANNOUNCES PARTNERSHIP WITH BLACK ANGUS STEAKHOUSE

SAN FRANCISCO, CA, July 2007— Blue Ice Vodka, a premium American potato vodka produced at Distilled Resources, Inc. in Rigby, Idaho, is partnering with all 82 Black Angus Steakhouses throughout the U.S. to create a signature Raspberry Lemon Drop Martini as part of the restaurant's new upscale approach to making cocktails.

Over the past eight months, Dave Dronkers, Corporate Director of Beverage at Black Angus Steakhouse, has been working to launch a new beverage program that focused on the same commitment to quality and fresh ingredients that the company prides itself on in the kitchen. This philosophy was also consistent with Blue Ice Vodka's standards to make premium American potato vodka with high quality ingredients such as Idaho Russet Burbank Potatoes and fresh mountain spring water.

"Our goal has always been to take care of our guests, and to give them a wonderful food and beverage experience at every Black Angus Steakhouse," said Dronkers. "Our partnership with Blue Ice Vodka to create the Raspberry Lemon Drop Martini is taking our beverage commitment one step further by showing our devotion to quality."

Raspberry Lemon Drop

Recipe Courtesy of Black Angus Steakhouse

1 1/4 oz Blue Ice Vodka

5/8 oz Chambord

1 oz Cranberry juice

1/2 Freshly Squeezed Lemon

Raspberry Sugar Rim

Build in a mixing glass, add all ingredients with ice and shake at least 10 times and strain into a chilled martini glass.

Garnish: Float lemon wheel on top

In 2001, Director of Distilled Resources, Inc., Gray Ottley, and Master Distiller, Bill Scott, joined entrepreneur Jim Myerson of Sun Valley to develop Blue Ice Vodka, a product that would reflect the quality of Idaho's natural resources. A recipe that calls for premium ingredients along with a technologically advanced four-column distillation process and five-stage filtration system was created exclusively for Blue Ice Vodka.

Blue Ice Vodka stands as the highest rated American Vodka according to BTI, and is a value-priced premium offering when compared with vodkas in the same scoring category (90-95 points) with a suggested retail price of \$20.

Blue Ice Vodka is currently distributed in Arizona, Alaska, California, Georgia, Idaho, Illinois, Maryland, Massachusetts, Montana, Nebraska, New England, New Mexico, New York, Nevada, Ohio, Oregon, South Carolina, Tennessee, Utah and Washington, Washington DC, Wisconsin and Wyoming and is owned by 21st Century Spirits based in Los Angeles, California. For additional information and recipes visit www.blueicevodka.com and www.waytoidaho.com.

Headquartered in Los Altos, Calif., Black Angus Steakhouse began in 1964 in Seattle, Wash. The concept was founded by a prominent rancher, to provide patrons with top-quality steak dinners at affordable prices, in a warm, comfortable atmosphere with friendly service. Today, Black Angus Steakhouse operates 82 locations in 10 Western states, including Cattle Company Steakhouse locations in Alaska and Hawaii, and has received numerous "Best Steakhouse" awards from a variety of local and national publications. For menus and more information please visit: www.blackangus.com.

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Editors Note: Samples of Blue Ice Vodka, press kits, pictures of the bottle or the Raspberry Lemon Drop Martini and further information on Black Angus Steakhouse are available upon request.