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SPI Group, the Parent Company of Stoli Group® USA, Announces an International Partnership with Louisiana Spirits, LLC, Producer of Bayou Rum®: America's Rum®

**Stoli Group USA will become the Exclusive Distributor of Bayou Rum;
Together, they will establish the Brand as the Leading American Rum**

NEW YORK AND LACASSINE, LA, October 6, 2015 – Today, New York-based Stoli Group® USA, LLC and Louisiana Spirits, LLC announced the start of a long-term partnership. As of January 1, 2016, the multi-year agreement will see Stoli Group USA become the exclusive national distributor of the award winning Bayou Rum® and its family of America's Rum®, and will enable Bayou to grow internationally in the future.

“Stoli Group USA is proud to partner with Bayou Rum and is looking forward to bringing the vision of its founders and shareholders to life in the U.S.,” said Patrick Piana, President and CEO, Stoli Group USA. “As a best-selling craft American Rum with a fantastic heritage and superior taste, Bayou Rum is the perfect addition to the Stoli Group USA portfolio.”

“In just two years, Bayou Rum has received more than 65 awards and accolades,” said Trey Litel, co-founder and president, Louisiana Spirits, LLC. “Our rum is handcrafted from Louisiana sugarcane and distilled and bottled at the largest private rum distillery in the U.S. The opportunity to partner with a powerful, brand-focused organization like Stoli Group USA will help us achieve our long term vision of establishing Bayou Rum as the leading American Rum on the market.”

Added Litel, “The Stoli team’s passion for craftsmanship and authenticity, the importance of superior premium quality and the commitment to long-term brand building and business development with distributors and retailers is what brought us together in this partnership.”

Patrick Piana and Trey Litel added that they were “looking forward to working together to expand the distribution of Bayou Rum and its family of America’s Rum nationwide beyond the borders of Louisiana, Texas, Mississippi, Alabama, Florida, Maryland, DC and Georgia so all consumers can enjoy the best craft American Rum.”

Bayou Rum is the first spirits addition to the Stoli Group USA portfolio of premium brands, which includes the flagship Stoli® Vodka brand and the ultra-premium luxury vodka, elit™ by Stolichnaya®. The Bayou Rum family consists of four offerings: Bayou Select Rum, Bayou Silver, Bayou Spiced, and Bayou Satsuma Rum Liqueur.

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About Stoli Group® USA, LLC

Stoli Group® USA, LLC is the North American subsidiary of SPI Group, recognized globally for pioneering heritage and the outstanding Stolichnaya® brand of premium vodkas. Since its inception in 2014, Stoli Group USA already boasts one of the largest domestic distribution networks in the U.S. and is a growing distributor of premium spirits, led by the flagship Stoli® Vodka Brand, its category-leading flavors including Ohranj®, Razberi®, Vanil®, Citros™, and the ultra-premium luxury vodka elit™ by Stolichnaya®. Considered a trailblazer in the vodka industry, Stolichnaya vodkas are bottled in Latvia and define the benchmark for quality with meticulously crafted liquid that meets the highest Alpha Spirit standard.

For more information visit www.stoli.com or follow on Facebook at www.facebook.com/stoli and on Twitter [@Stoli](https://twitter.com/Stoli).

About Bayou® Rum

Bayou Rum is America's Rum® handcrafted from fresh Louisiana sugarcane for an award-winning flavor recognized 65 times in tasting competitions; distilled and bottled consistently with quality assurance at the largest private rum distillery in the USA. Bayou Select Rum is the finest expression of the Bayou Rum family consisting of Bayou Silver, Bayou Spiced, and Bayou Satsuma Rum Liqueur.

For more information, visit www.bayourum.com or follow on Facebook at www.facebook.com/bayourum, on Twitter [@BayouRum](https://twitter.com/BayouRum) or on Instagram [@BayouRum](https://www.instagram.com/BayouRum).

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