

## ASCC: Premiere Product Exceeds Expectations

Written by Australian Business

---

MIRAMAR BEACH, Fla.--( [BUSINESS WIRE](#) )-- [RWB Ultra Premium Handcrafted Vodka](#) , the flagship spirit of the Aristocrat Group Corp. (OTCBB: ASCC), was an immediate success with its target market upon its launch in late 2013. Behind RWB Vodka, the Company has experienced premier penetration within restaurants and bars, where patrons recognize the RWB label and the quality of product it represents.

Heading into the New Year, RWB Vodka expects to expand its current market space as it continues to maintain growing brand exposure with Spec's, one of the nation's largest alcoholic beverage retailers. The company plans to continue its aggressive pursuit of the \$5.5 billion vodka market as well as gaining its share of other segments of the spirits sector with new brands that are in development.

"We look forward to launching a larger marketing and advertising campaign to add to the grassroots foothold of the brand," ASCC CEO Robert Federowicz said. "The company plans to follow this brand with additional products in 2014."

The gluten-free RWB Vodka, which earlier this year won a coveted SIP Award, is available nationally at [specsonline.com](http://specsonline.com) and at its stores throughout Houston and Dallas, two of the top 10 U.S. markets.

Led by the award-winning RWB Ultra Premium Handcrafted Vodka, ASCC is working to build a portfolio of successful brands to compete in a highly profitable sector alongside LVMH Moet Hennessy Louis Vuitton (OTCBB: LVMUY), Diageo PLC (NYSE: DEO), BEAM, Inc. (NYSE: BEAM) and Brown-Forman Corp. (NYSE: BF-B). By handling its own distribution business, ASCC hopes to capitalize on unprecedented new brand building opportunities through Luxuria Brands, its brand management division.

### About the Aristocrat Group Corp.

Through its brand management division, Luxuria Brands, the Aristocrat Group Corp. is on the path to becoming a provider of premium luxury goods, including top-shelf distilled spirits. The Company targeted the growing market for quality domestic liquor in order to

## ASCC: Premiere Product Exceeds Expectations

Written by Australian Business

---

deliver maximum      returns to our shareholders.

For more information about the Aristocrat Group Corp., please visit [www.aristocratgroupcorp.com](http://www.aristocratgroupcorp.com).

### Notice Regarding Forward-Looking Statements

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: This news release contains forward-looking information within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, including statements that include the words “believes,” “expects,” “anticipate” or similar expressions. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to differ materially from those expressed or implied by such forward-looking statements. In addition, description of anyone’s past success, either financial or strategic, is no guarantee of success. This news release speaks as of the date first set forth above and the Company assumes no responsibility to update the information included herein for events occurring after the date hereof.