

FOR IMMEDIATE RELEASE

**AWARD WINNING LANDY COGNAC PARTNERS WITH RENOWNED HIP-HOP ARTIST
SNOOP DOGG**

“Where style, swagger, and the good times collide.”

White Plains, NY – July 7, 2010 – Today, W.J. Deutsch Sprits LLC (WJD) announces that LANDY Cognac will launch a marketing partnership with world-renowned hip-hop recording artist Snoop Dogg. Positioned as “The New Generation of Cognac and deemed by *Beverage Media* and *Cheers* magazine as a “Rising Star Brand,” LANDY Cognac recently received 90 points from the *Beverage Testing Institute* for its XO, as well as a second consecutive “Double Gold Medal” for its VSOP by the 2009 *San Francisco World Spirits Competition*.

“The partnership between LANDY and Snoop Dogg creates the perfect platform to launch LANDY’S affordable luxury product,” says Stephen Lewin, Senior Vice President, General Manager -- Spirits Division at WJD. “Snoop Dogg epitomizes confidence, innovation and is known to be the life of the party, making him the ideal choice to partner with LANDY Cognac – a brand that mirrors these characteristics. Snoop leads the hip, fashionable and smooth lifestyle that LANDY Cognac represents, and is sure to resonate with the strong urban following that LANDY is rapidly growing.”

With 10 hit albums and two television series (E!’s reality series *Snoop Dogg’s Father Hood* and MTV’s *Dogg After Dark*), the world-famous Snoop Dogg (who is already a LANDY Cognac drinker), will appear at select LANDY events and promotions, and will feature LANDY Cognac at numerous after-parties.

Particularly amongst a 21-34 year-old urban demographic, LANDY Cognac is instantly recognizable by the iconic Greyhound that graces the bottle. This social, approachable, “affordable-luxury” Cognac is crafted in the heart of the Cognac region in France and offers the outstanding quality made by the highly acclaimed artisanal producers, Cognac Ferrand. Enjoyable on its own or in a cocktail, LANDY Cognac is a well-balanced Cognac that meets the expectations of the most demanding connoisseurs, and can be found in retail shops, restaurants, bars and clubs throughout the United States.

The LANDY Cognac family includes:

- LANDY Cognac VS: a well-aged cognac, soft on the palate. It has golden, floral and orange aromas. The suggested retail price for the 750ml bottle is \$22.99.
- LANDY Cognac VSOP: exceptionally well-balanced. It is characterized by an amber, color, soft vanilla and candied fruit flavor. The suggested retail price for the 750ml bottle is \$29.99.
- LANDY Cognac XO: characterized by hints of sandalwood, tobacco, leather and plum. The suggested retail price for 750ml: \$119.99
- LANDY DESIR has a glamorous and modern personality. Its tasting profile is extra smooth, rich and complex from vanilla to prune. The suggested retail price: \$79.99
- LANDY DECANTER Collection features an exceptionally rare blend of Cognac derived from some of the choicest grapes of Grand Champagne’s chalky soil. The collection counts 24 different pieces hand blown and crafted, including The Chinese New Year Collection, designed by artist John Wilson. The suggested retail price: \$399.99

###

About W. J. Deutsch & Sons

W.J. Deutsch & Sons, Ltd. was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. In 2009 Deutsch announced the expansion of the award-winning company to include a separate Spirits Division, W.J. Deutsch Spirits LLC. Deutsch's wines and spirits are sold to the trade with well-planned marketing support and are offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and its ability to meet the needs of the modern consumer. Bill's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirit industry.

The W.J. Deutsch & Sons portfolio includes award-winning wines from Australia: [yellow tail], [yellow tail] The Reserve, [yellow tail] Sparkling; California: Esser Vineyards, Kunde Estate; France: Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, Patch Block, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Italy: Barone Fini, Castello di Monastero, Coldisole, Poggio alle Sughere, Lionello Marchesi, Villa Pozzi; New Zealand: The Crossings; Portugal: Quinta Do Vale Meao; Spain: Mar De Frades (Rias Baixas), Cruz de Alba (Ribera del Duero), Ramón Bilbao Vinos Y Vinedos (Rioja), and Volteo (Castilla); Chile: Llai Llai; Argentina: Ruta 22, and award-winning spirits from Landy Cognac (France), Luksusowa Vodka (Poland) and Villa Massa (Italy). www.wjdeutsch.com

About Snoop Dogg

*It's his natural appeal to both the hood and to Hollywood that has allowed Snoop Dogg to stay tremendously relevant through 10 releases, including his recent **Malice N Wonderland**, and its immediate follow-up **More Malice**. Since bursting into our collective consciousness alongside famed producer Dr. Dre on the 1992 classic *The Chronic*, Snoop has remained a constant force in hip-hop and a household name around the world. Recently name, Creative Chairman of Priority Records, the label that helped established West Coast Rap, Snoop is helping to re-launch Priority and serve as Executive Producer for a series of Priority releases commemorating the label's 25th anniversary in 2010. With his involvement in movies and reality TV shows such as E!'s *Snoop Dogg's Father Hood* and MTV's *Dogg After Dark*, Snoop remains at the forefront of the rap game and also at the apex of popular culture. <http://www.snoopdogg.com>*

LANDY CONTACT:

BARBARA SCALERA
DIRECTOR OF PUBLIC RELATIONS
W.J. DEUTSCH & SONS, LTD.
OFFICE: 914-251-3294
FAX: 914-251-0283
EMAIL: BARBARA.SCALERA@WJDEUTSCH.COM
WEB: WWW.WJDEUTSCH.COM

SNOOP DOGG CONTACT:

CASHMERE AGENCY
PR@CASHMEREAGENCY.COM
310-695-7078