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DAMOVO

Vodka V-10 makes its F1 debut

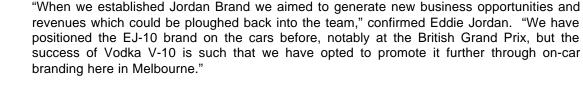
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The Vodka V-10 brand is being displayed on the Jordan Ford EJ13 cars for the first time during this weekend's opening round of the Formula One World Championship in Melbourne. Produced by Jordan Brand Ltd, a company established three years ago to create fresh opportunities for the Jordan name to generate revenues for the team, Vodka V-10 entered the premium packaged spirit (PPS) market in April 2002 and is currently sold in the UK, Spain and South America. It combines Jordan's successful energy drink, EJ-10, with two shots of vodka.

RF/MEX





"At a time when the sponsorship environment is very challenging it's rewarding that we have been able to generate revenues for the team through our own endeavours in new areas of business. Hopefully the weekend will bring us something to celebrate, which is when Vodka V-10 will come in handy!"



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