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**ALIZÉ KICKS OFF ITS FIVE-CITY NATIONAL TOUR
ALIZÉ LIVE! PRESENTS “THE WENDY WILLIAMS EXPERIENCE”
HEADLINED BY R&B SOUL PRINCESS KEYSHIA COLE**

*Allstar Lineup also Includes R&B sensations Ne-Yo, Kindred the Family Soul,
Comedian T.K. Kirkland and Other Surprise Guests*

NEW YORK, NY (October 2, 2006) – The drink of choice is Alizé! And she's **Wendy Williams**, Queen of All Media! Once again, the two iconic brands have concocted a very special recipe for all to savor. Together, Alizé and brand spokesperson, Wendy Williams are going on the road in their first major consumer experience under the brand's new "Go On! Alizé" campaign, aptly titled **ALIZÉ LIVE! PRESENTS “THE WENDY WILLIAMS EXPERIENCE”** - a five-city national tour designed to bring consumers closer to the "Go On! Alizé" lifestyle experience.

Alizé LIVE! features some of today's hottest names in urban entertainment within a fully experiential environment. Attendees will be invited to experience the exotic flavors and mixability of Alizé with dancing, dining, and live entertainment all evening.

"When we conceived Alizé LIVE! we wanted it to be a truly consumer friendly and interactive experience communicating our brand message through a variety of touch points," says Michelle Murray, Brand Director, Alizé. "Our intention is to connect with our consumers on a personal level by demonstrating how Alizé is genuinely a part of their lifestyles."

Alizé LIVE! does just that. The tour, headlined by **Soul Sensation Keyshia Cole** - whose music is being compared to the likes of Mary J. Blige - is a mix of concert, party, and adult playground. The big idea comes together by recreating Wendy's signature radio show "The Wendy Williams Experience" on stage. During the show, Wendy plays host to a variety of acts while she sips on one of the many new Alizé cocktails being enjoyed by her audience... all compliments of Alizé.

Guests will be introduced to Alizé's flavor personalities **Original, Sexy, Exotic** and **Cool** as they sample the new drink menu featuring **The Experience** made with Red Passion and Champagne; **The Transfusion** made with Original Gold, coconut rum and cranberry; **The Wild Cosmo** – a remix of the original with Alizé Wild; **The How You Doin'?** - an unmistakably Bleu concoction with pineapple and many more. Alizé, unlike imitators, is made from fresh fruit juices and the finest French cognac lending itself to being the perfect compliment to any menu or occasion.

Alizé LIVE! premiered at Philadelphia's famed Electric Factory on Friday, September 15th to a packed house of Alizé and Wendy Williams fans. Tickets to this exclusive VIP

experience can only be accessed by consumers through promotional radio give-aways. Additionally, Alizé will keep the party moving on the Alizé Party Bus™ by driving in 100 – 300 consumers from surrounding metropolitan markets.

“The idea of putting my show on stage is a thrill for me,” says Wendy Williams. “It’s great to bring ‘the Experience’ into a forum that puts a face to my listeners. These are people who are already friends in my head so seeing them just reaffirms our connection. It’s like having a giant party in the studio!”

Alizé invites consumers and friends to “follow the flavors” as each market will offer up something fresh for its guests with acts being added to the bill and surprise visits by celebrity friends. Sexy Alizé servers and bartenders will keep the cocktails flowing while the sounds of today’s most sought after DJs will keep the crowd moving from city to city.

“Me and my girl Wendy are bringing the heat with Alizé LIVE,” says Keyshia Cole. “We’ll be keeping it in ORIGINAL in New York, COOL in Chicago, EXOTIC in Miami, and SEXY on the West Coast. Go On Alizé!”

Alizé LIVE! Tour cities and dates are (exclusive venues undisclosed to the public):

- September 15, 2006 in Philadelphia, PA
- October 7, 2006 in New York, NY
- October 20, 2006 in Chicago, IL
- **NOVEMBER 3, 2006 in MIAMI, FL**
- November 17, 2006 in Los Angeles, CA

ABOUT ALIZÉ

Alizé is a unique, all natural premium spirit produced and bottled by L. &L., S.A., Cognac, France and imported to the United States by Kobrand Corporation since 1986. Alizé Gold Passion is a unique blend of exotic passion fruit juices, other natural exotic fruit juices and France’s finest cognac. Alizé Red Passion combines France’s finest cognac with the fresh natural ingredients and bright flavors of cranberry, passion fruit and other natural exotic fruits. Alizé Wild Passion is a variation on the original blend with the addition of pink grapefruit and other natural exotic fruit juices. Powered by vodka and cognac, but fueled by passion, Alizé Bleu mix masters have stirred up the traditional Alizé by creating a brand new formulation that combines premium French vodka, France’s finest cognac, passion fruit, cherry, ginger and other natural exotic fruit juices.

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