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MARTINIQUE'S NEISSON RHUM NAMED 'BEST OF THE BEST' BY ROBB REPORT

Excellence of Martinique's unique rum agricole tradition reaffirmed by leading luxury lifestyle magazine

NEW YORK, NY – June 11, 2008 – Martinique's Neisson Rhum, one of the island's smallest and few remaining family-owned distilleries, was recognized for producing one of the world's finest leisure spirits by *Robb Report* in its 20th annual "Best of the Best" special issue published in June 2008. Neisson's Réserve Spéciale (\$65) is the only rum featured on this year's prestigious list, joining the likes of Johnnie Walker Blue Label King George V Edition Scotch Malt Whiskey (\$600), Clase Azul Tequila Ultra (\$1,800), and Le Voyage de Delamain Cognac (\$7,000).

Robb Report described Neisson's Réserve Spéciale as "a deep, gorgeous reserve, (Réserve Spéciale) is a blend of rums aged up to 10 years in a combination of American and French oak barrels. Medium amber in color, it shows glorious spice on the nose and long, complex flavors with sweet treacle notes."

Robb Report's annual "Best of the Best" issue offers readers an unprecedented selection of new products and services that exemplify the very finest that the luxury world has to offer. Honorees are selected by *Robb Report's* editors and contributing writers.

Muriel Wiltord, director Americas for the Martinique Promotion Bureau /CMT USA, commented on the honor, stating: "I'm extremely pleased to congratulate our friends at Neisson for this wonderful achievement that reaffirms Martinique's position as 'The Rum Capital of the World.'"

Martinique is home to 12 distilleries, each of which employ an exclusive rum agricole technique in producing the island's distinctive blends. Rum agricole begins with freshly squeezed sugar cane juice taken directly from cane stalks instead of the cheaper molasses by-product of sugar production used virtually everywhere else. This unique process yields rums that are more comparable with fine cognacs, earning for Martinique rums the prestigious French designation *Appellation d'Origine Contrôlée (AOC)*, previously reserved only for the finest wines in France.

About Martinique (www.martinique.org)

The Caribbean island with French flair, The Isle of Flowers, The Rum Capital of the World – by any one of its many names Martinique remains one of the most alluring and enchanting destinations in the world; as unforgettable as a summer romance or a first kiss. Martinique is an overseas region of France, and in keeping with its traditions, this vibrant island stirs the passions with awe-inspiring natural beauty, a rich cultural history, distinctive culinary delights, warm smiles and so much more. Napoleon's bride, Empress Josephine, was born and raised here. The Pompeii of the Caribbean, St. Pierre, is found here. The finest French products, from Chanel fashions to Limoges porcelain, are readily available here. *La Route des Rhums*, a tour of the world's finest rum distilleries based on France's famed *Route des Vins*, is offered here. A special place, to be sure, with so much to offer – Martinique c'est magnifique!

For more information on Martinique, contact the Martinique Promotion Bureau /CMT USA, 825 Third Avenue, 29th Floor, New York, NY 10022 – Tel: 212 838 6887 - Fax: 212 838 7855 – Email: info@martinique.org – Web site: www.martinique.org.

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