

# 54TH ANNUAL GRAMMY® AWARDS BOOK FEATURES SIGNATURE VODKA®



MONTREAL, January 9, 2012 – Signature Vodka, a Montreal based company announces advertising ad in the 54th Annual GRAMMY® Awards Souvenir Book.

This advertising deal was initiated in late July 2011 between F/X Marketing Group and Signature Vodka, conditional to the US government approval to distribute the Signature Vodka brand on US soil. Upon acceptance from US authorities, Signature Vodka seized the opportunity to seal the deal and take full advantage to promote Signature Vodka on the inner back cover of the 54th Annual GRAMMY® Awards Program Book, a 200-plus-page glossy, celebratory souvenir guide to the annual GRAMMY® Awards.

FX Marketing Group® has been publishing first-class official annuals for such national governing bodies and sports organizations as the NFL, Pro Football Hall of Fame, Americas Cup, NASCAR Hall of Fame and PGA Tour among others. The Recording Academy® has partnered with FX Marketing Group to offer the official 54th GRAMMY® Awards program book to fans for the first time in bookstores and on newsstands nationwide.

Signature Vodka® made its official entry on global markets in 2009, cementing a quick reputation with “Industry Insiders” of being one of the world’s best vodkas. Their astonishing popularity is quickly becoming mainstream, “Without a doubt, Signature Vodka’s unique concept and innovative design is a successful springboard, attracting tremendous response”, says Frank Sicurella, Vice President of Signature Vodka.

Their stunning package, better known as “Chiseled To Perfection”, is an actual piece chiseled on dry ice and reproduced on a mold for mass production. Making its physical result as real as possible to any visual viewer. Signature Vodka® is a Montreal based ultra premium Alcohol Company, with a family of products already underway barring the Signature trademark, such as Flavored Beverages, Vodka Poppers, Sparkling Vodka, Rum and Tequila. Signature Vodka will be available in the USA as of April 2012.



- Ultra Premium Canadian Vodka
- Pure Natural Canadian Source Water
- Four-Column Continuous Distillation
- Four-Stage Micron Filtration
- Gluten, Carbohydrate and Fat Free
- Enzyme Infused

**AVAILABLE IN ALBERTA SKU: +739718**

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