

27th August 2010 – Fabio Buzzi's Red FPT Wins the Cowes 100 Wight Vodka Trophy

Cowes, England

One of the season's ultimate powerboat festivals took place over the August Bank Holiday at Cowes Yacht Haven on the Isle of Wight, and Fabio Buzzi's Red FPT team came away with the Cowes 100 Wight Vodka trophy.

30 of the world's best UIM Marathon Class racing boats lined up off the Needles to battle against one another in the renowned Cowes 100, which saw the contenders dealing with choppy seas in the return trip to Lulworth, Dorset. In the end, the Red RPT team of Fabio Buzzi came away with the win, with a total elapsed time of 1 hour, 32 minutes and 13 seconds. Buzzi completed the 98.5



nautical mile course at an average 73 miles per hour, which was rather exhilarating in the choppy seas off the south coast of England.

John Moore, the organiser of the Powerboat Festival, said "It was great to have the support of Ritu and Wight Vodka. The contenders and visitors were able to soak up the atmosphere with live music and a great bar at Cowes Yacht Haven, and they were able to view the boats in the dry and wet pits. Wight Vodka cocktails flowed during the after race party and prize giving, when Buzzi and team hoisted the Wight Vodka trophy following their win. Just a great atmosphere!"

Ritu Manocha, owner of the Wight Vodka brand, said "Working alongside John and the team at the British Powerboat Festival, we designed a grand trophy for the winner of the Cowes 100. We're glad that the highly competitive Buzzi won this inaugural prize, and we're looking forward to supporting next year's Powerboat Festival again!"

About the British Powerboat Festival

The British Powerboat Racing Club was formed in 2001 following the gala dinner held at the Royal Yacht Squadron in Cowes celebrating the 40th running of the Cowes-Torquay-Cowes offshore powerboat race. Membership of the British Powerboat Racing Club is open to anyone interested in powerboat competition, offshore racing in particular. For more information on the British Powerboat Racing Club, please visit www.britishpowerboatracingclub.co.uk.

About 50° North

50° North are the creators of Wight Vodka. The company's spirit and enthusiasm for the ocean, coupled with the centuries-old regatta traditions of the Isle of Wight (and of course a full appreciation of superior vodka!) culminated in the creation of the world's smoothest, 42% ABV potato-based vodka. One sip of Wight Vodka will make a believer out of the most discerning connoisseur, and the company welcomes your joining a unique and elite class. www.wightvodka.com. Throttle & Trim Responsibly.