

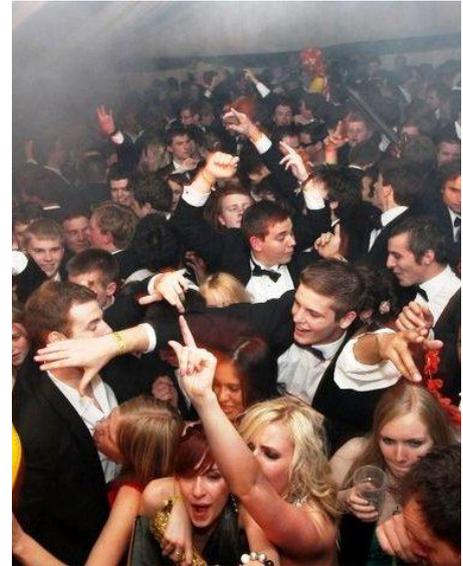
## 22<sup>nd</sup> May 2011 – The Commencement of Wight Vodka at Oxford's Keble Ball

### Oxford, England

1,600 black-tie revelers partied until the sun came up over Oxford's Keble Ball this past weekend, with Wight Vodka cocktails providing the stimulation to carry on.

"It was a smashing evening!" said Stephen Tozer, president of the 2011 Keble Ball, "Our guests were thoroughly entertained from start to finish, with the very best food, drink and entertainment from some of the world's favourite brands. Having the support of Wight Vodka, Jack Wills and Ernst & Young was fantastic. We felt very smug to be serving absolutely sublime British vodka (the best any of us have ever tasted). And we did so in style, from a dedicated vodka tent, complete with a hand crafted Sherlock Holmes ice luge!"

This year's theme 'A Scandal in Bohemia' brought the party-goers back to the year 1891 when Keble College was in its infancy. The plot ran deep throughout the night, as those lucky enough to hold tickets to this momentous night, took pleasure in superb performances by the likes of Alex Metric, DJ Zinc, the Oxford University Big Band and cabaret & burlesque from Kiki Kaboom and Missy Fatale.



"It was just a joy to have the support of Ritu and Wight Vodka," continued Tozer. "We pride ourselves in providing unique experiences for our guests at the Keble Ball, and the Wight Vodka martinis were a hit."

Ritu Manocha, owner of the Wight Vodka brand, was so glad to be part of the evening's enjoyment. "Working with Stephen and his team was a true pleasure. They came up with fantastic cocktails which started the ball rolling very well and kept the drinks flowing into the early hours. This is one party that the crew at Wight Vodka wants to be involved with for many years to come!"

### About Keble College

Keble College is one of the largest of the constituent colleges of the University of Oxford with 410 undergraduate and 235 graduate students. It was the wish of the founders in 1870 to extend access to the University more widely, and the College has a continuing commitment to inclusiveness. Keble College prides itself on the academic achievements of its students, and aims to offer a supportive environment in which learning can flourish. Keble is a vibrant community whose students excel not only academically, but also in music, drama, and sport. To find out more about Keble visit [www.keble.ox.ac.uk](http://www.keble.ox.ac.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](http://www.wightvodka.com). Tack & Gybe Responsibly.