



Castle Brands and A. de Fussigny Cognac Announce Exclusive Distribution Partnership

May 03, 2010 08:33 AM Eastern Daylight Time

NEW YORK--(EON: [Enhanced Online News](#))--Castle Brands Inc. (NYSE Amex: ROX) and A. de Fussigny Cognac jointly announced today that they have entered into an exclusive distribution agreement for the U.S. market.

Cognac A. de Fussigny is a super premium brand that takes a fresh and contemporary approach to the cognac market. Renowned for the quality of its products and its know-how, the house of A. de Fussigny was founded in 1814 and is the only producer with an operating distillery in the historical center of the town of Cognac. A. de Fussigny's range includes cognacs from the Fine Champagne growth area offered in contemporary and innovative packaging. A. de Fussigny also makes a selection of single district and rare vintage cognacs. All A. de Fussigny cognacs are presented in distinctive and eye catching contemporary gift boxes.

John Glover, Chief Operating Officer of Castle Brands, said, "We are very excited to be working with the A. de Fussigny organization and are proud to be the exclusive distributor of their fine products. We believe the time is right and there is market demand for high quality and innovative cognacs. With the help of Castle Brands' wide-ranging and sophisticated sales and distribution network, Fussigny is well positioned to capitalize on these attractive market opportunities and expand its U.S. presence."

Jean-Dominique Andreu, President of A. de Fussigny, added, "We are excited to re-introduce A. de Fussigny cognac to the U.S. and we look forward to working closely with the Castle Brands team. Castle Brands, with its strong sales and marketing organization in the U.S. market and its position in the high-end spirits segment, is the perfect home for A. de Fussigny in the U.S."

Additional information on Cognac A. de Fussigny is available at www.edefussigny.com.

About Castle Brands Inc.

Castle Brands is an emerging developer and international marketer of premium beverage alcohol brands, including Boru® Vodka, Gosling's Rum®, Pallini® Limoncello™, Raspicello™ and Peachcello™, Knappogue Castle Whiskey®, Clontarf® Irish Whiskey, Jefferson's™, Jefferson's Presidential Select™ and Jefferson's Reserve® Bourbon, Betts & Scholl™ wines, Celtic Crossing® Liqueur, Brady's® Irish Cream and Tierras™ tequila. Additional information concerning the company is available on the company's website, www.castlebrandsinc.com.

Forward Looking Statements

This press release includes statements of our expectations, intentions, plans and beliefs that constitute "forward looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and are intended to come within the safe harbor protection provided by those sections. These statements, which involve risks and uncertainties, related to the discussion of our business strategies and our expectations concerning future operations, margins, profitability, liquidity and capital resources and to analyses and other information that are based on forecasts of future results and estimates of amounts not yet determinable. You can identify these and other forward-looking statements by the use of such words as "may," "will," "should," "expects," "intends," "plans," "anticipates," "believes," "thinks," "estimates," "seeks," "expects," "predicts," "could," "projects," "potential" and other similar terms and phrases, including references to assumptions. These forward looking statements are made based on expectations and beliefs concerning future events affecting us and are subject to uncertainties, risks and factors relating to our operations and business environments, all of which are difficult to predict and many of which are beyond our control, that could cause our actual results to differ materially from those matters expressed or implied by these forward looking statements. More information about these and other factors are described under the caption "Risk Factors" in Castle Brands' Annual Report on Form 10-K, as amended, for the year ended March 31, 2009, filed with the Securities and Exchange Commission.

When considering these forward looking statements, you should keep in mind the cautionary statements in this press release and the documents incorporated by reference. New risks and uncertainties arise from time to time, and we cannot predict those events or how they may affect us. We assume no obligation to update any forward looking statements after the date of this press release as a result of new information, future events or developments, except as required by the federal securities laws.

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