



27th July 2007 – Wight Vodka Supports Royal Solent Racing

Yarmouth, Isle of Wight, Great Britain

The Royal Solent Yacht Club, one of southern England's premier racing venues, is enhancing the profile of its Regatta this year with Wight Vodka being the proud sponsor.

Hamish Fletcher, Secretary of the RSYC commented, "The Royal Solent Yacht Club is steeped in yachting traditions dating back to the origins of the club in 1878. Our first Regatta was held in 1880, yet we are constantly looking to further develop the Club's profile around the spirit of racing. By aligning our 2007 Regatta with the super-premium Wight Vodka brand, there will undoubtedly be something very special about the events this year."

The Regatta, which takes place on the 18th and 19th August, will provide racing from two start lines for 10 classes from Class 1 IRC to West Wight Scows, including individual starts for XODs and YODs, Folkboats, Gaffers and a range of dinghy classes. Class winners will receive inaugural Wight Vodka baseball caps commemorating the event and their success.

Ritu Manocha, Director at 50° North said, "The Royal Solent adopted Wight Vodka this spring and have generated the perfect 'buzz' at many events. In one particular party in June, our signature Wight Cup jugs were a massive success with over 50 being served. We anticipate that the Regatta Ball on Saturday evening, the 18th August, will be thoroughly enjoyable as we're kicking the evening off with Wight Martinis and Wight Cups. This will be a Regatta not to miss!"

The Royal Solent's waters and proximity to Christchurch Bay provide an outstanding location for keelboat regattas and this year the Club has hosted, or will be hosting, racing for J109, J133, Sigma 33, Beneteau 41, Contessa 32, RSK6, Royal Artillery, Junior Dinghy Week and Folkboat Week amongst other events, including their own keelboat class racing.

Manocha continued, "The winning skippers and crews of each class will be presented with a 'First in Class' Wight Vodka cap, which will mark their success in the Regatta. Of course our trademark statement 'Tack and Gybe Responsibly' is etched on the cap as well, as we are proponents of yachting safely. We are greatly looking forward to an enjoyable weekend of racing and socialising, and helping each team to celebrate their wins!"

About the Royal Solent Yacht Club

Skippers and their crews enjoy the warm hospitality of this forward-looking, historic Club in Yarmouth, offering outstanding food, wines and spirits in a friendly atmosphere with some of the best views in the Solent. The Club welcomes visiting yachtsmen and women to their restaurant all year round. Details of the Club's amenities and events may be found on www.royalsolent.org

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 connoisseurs, and the company welcomes your joining a unique and elite class. www.wightvodka.com. Tack & Gybe Responsibly.

