



FOR IMMEDIATE RELEASE

October 19, 2007

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CMF negotiates \$14M investment deal for Leblon Cachaça

Agreement propels expansion of hot new premium rum business segment

October 19, 2007 – CMF Associates, a provider of quality financial and management consulting services to private equity-based and rapidly growing middle-market companies, today announced its negotiation of a \$14M strategic investment and partnership deal on behalf of Leblon Holdings, maker of Leblon Cachaça, a high-end Brazilian rum-like liquor that is the key ingredient in the Caipirinha cocktail.

The agreement, which includes strategic services and resources as well as international market access, will enable Leblon to continue to drive hot consumer interest in the premium rum category, propelling the new business segment toward growth opportunities and leading the Caipirinha's rapid adoption as a standard cocktail in the United States and around the world.

CMF was instrumental in the founding of Leblon in 2005 and has functioned as the company's interim chief financial officer since its inception. CMF's role has included developing a business strategy and financial plan for the company and managing the capital raising required to develop, launch, and expand a successful brand. Leblon Cachaça is now sold across the U.S. and internationally. It recently received Double Gold Medal honors at the San Francisco World Spirits Competition and a Gold Medal for taste in the prestigious Beverage Testing Institute's (BTI) International Review of Spirits.

"CMF was excellent in raising credibility for both Leblon and our management team in the investment community," said Steve Luttmann, CEO, Leblon Holdings, LLC. "They effectively negotiated an extremely complex transaction on our behalf to a win-win position with our strategic partner, in addition to supplying impressive groundwork during the initial start up phase."

"We work with winners," said Thomas Bonney, managing director, CMF. "Leblon's superior brand concept and management team combined with CMF's expertise in complex M&A and corporate development transactions resulted in an excellent outcome for all parties."

About CMF Associates, LLC

CMF Associates, LLC is a privately-held financial consulting firm delivering financial and management advisory work to private equity, middle market and international companies. CMF's typical clients are \$20M-500M middle-market companies requiring additional resources to manage complex projects with a lot of moving parts. CMF covers most industries, including retail, wholesale and consumer products; manufacturing and distribution; services; software and high technology with both US and international operations. For more information about CMF, please visit www.cmfassociates.com.

About Leblon

Leblon is an ultra-premium cachaça (pronounced ka-SHAH-sa) produced in Minas Geras, Brazil. The rum-like spirit, the most award-winning cachaça on the market, is made from fresh pressed Brazilian sugar cane that is then rested in cognac casks and blended to create superior complexity and taste. Cachaça is the main ingredient in the Caipirinha (pronounced kai-pur-EEN-ya), the national cocktail of Brazil. Leblon is available at fine retailers, restaurants, bars and clubs throughout the United States, as well as the United Kingdom, France, Thailand, and Ireland. For more information, visit www.liveloveleblon.com.

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