



September, 2009

IN AN ABSOLUT WORLD YOU'RE WITH THE BAND

ABSOLUT PRESENTS A NEW STYLISH ROCK & ROLL GIFT PACK AND A CREATIVE COLLABORATION WITH DANNY CLINCH AND WOLFMOTHER

To pay tribute to rock and roll, ABSOLUT, the international leading premium vodka, is launching the ABSOLUT VODKA ROCK EDITION, a limited edition bottle wrapped in a leather- and studs gift package. In its celebration of rock, ABSOLUT has also brought together visionary rock and roll photographer Danny Clinch and the sought-after rock band Wolfmother in a creative collaboration that invites the consumer to take part in the authentic rock and roll lifestyle.

“ABSOLUT has a genuine passion for creativity, and for decades rock music has been a key driver of contemporary culture. We have collaborated with the world of music several times before, and ABSOLUT VODKA ROCK EDITION is our way of celebrating rock and roll. The limited edition bottle is a true collector’s item, launched globally in September 2009” says Anna Malmhake, Global Brand Director at The Absolut Company. “We are very happy to launch this initiative together with such great visionaries as Danny Clinch and Wolfmother.”

Capturing Wolfmother and the ABSOLUT VODKA ROCK EDITION bottle in a series of photographs, Danny Clinch has created an authentic ABSOLUT world of rock and roll, in which consumers are invited behind the scenes to roll “with the band”. During a couple of days Danny followed Wolfmother around L.A., shooting more than 4000 documentary photos. Danny has also produced an exclusive director’s cut film, depicting his vision of rock and roll, and showing his amazing images coming to life.

“ABSOLUT has an impressive history of collaborating with well respected artists. Being part of that process has been very exciting”, says Danny Clinch, one of the world’s most renowned rock photographers with classic images of Bruce Springsteen, Neil Young and Tom Waits in his portfolio. “The coolest part of this initiative is that ABSOLUT basically asked us to do what we normally do. Wolfmother were recording and performing, and I captured this with my camera. ABSOLUT has always been at the forefront of artist collaborations and it really is amazing when no one has to compromise on ones art when doing a great advertising campaign.”

On absolut.com/rockedition launching beginning of October, there will be a virtual photo exhibition and a first person point-of-view film following Wolfmother and Danny Clinch in the studio, backstage, on stage, in the tour bus and so on. For the visitor, this film creates the feeling of actually being on set, hanging out with the band. Thanks to the latest digital technology, the visitor can easily explore the material and find favorite themes and images.

The Absolut Company has the worldwide responsibility for the production and marketing of ABSOLUT VODKA and Level Vodka. ABSOLUT VODKA is the world’s fourth largest premium spirits brand, and it is sold in 126 markets. Every bottle of ABSOLUT VODKA is produced in Åhus in southern Sweden. The head office is located in Stockholm, Sweden. Since July, 2008, The Absolut Company is a part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.



"We really enjoy being part of this initiative", says Wolfmother's singer Andrew Stockdale. ABSOLUT introduced us to Danny Clinch, inspired us to collaborate and gave us the space to do our thing. The best result happen when artists are given the trust to do what they do best, and with that freedom Danny has captured an authentic day in the life of Wolfmother – recording in the Sunset Studio in L.A., during a gig and hanging out at the Roosevelt Hotel. This campaign invites people behind the scenes to experience a bit of the classic rock and roll dream".

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Notes to the editor:

- The ABSOLUT VODKA ROCK EDITION is a limited edition gift pack, produced in a series of 3,6 million and launched globally in the fall of 2009.
- Previous gift packs from ABSOLUT includes IN AN ABSOLUT WORLD EVERY NIGHT IS A MASQUERADE holiday gift pack (2008), ABSOLUT DISCO (2007) and most recently the ABSOLUT MINI BAR. The gift packs have, despite being sold in millions of copies each, become desirable objects on eBay.
- The new ABSOLUT VODKA ROCK EDITION gift pack is available in 80 markets worldwide starting in September.
- Wolfmother will be embarking on a world tour starting this fall. In October the band's second album *Cosmic Egg* is released.
- The ABSOLUT VODKA ROCK EDITION initiative was developed by ABSOLUT in cooperation with TBWA, Family Business, Great Works and Jung.

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