

IN AN ABSOLUT WORLD

Opportunities Always Pop Up

IMAGINE A WORLD OF OPPORTUNITY FOR 1 DAY

July 23, 2009 (Toronto) – What if you could snap out of your day-to-day reality and escape to a place where everything is possible and boundaries are limitless? On August 13th, in an unconventional, secret Toronto location, artist Justin Broadbent will challenge traditional thinking, and transform imagination into reality through art. For one day and one night.

ABSOLUT Vodka has partnered with this hot, young multi-disciplinary artist to create a transformative landscape that will take people to a land of opportunity. Broadbent, whose accomplishments include winning the 2008 CBC Bucky Award for Video of the Year and two recent MuchMusic Video Award nominations for his work directing Hip Hop Artist Shad's video, *The Old Prince Still Lives At Home*; and an installation at this year's AGO MASSIVE Party, will turn conventional wisdom on its head with an event that will morph from art exhibit by day into dynamic, colourful party by night.

"As Canadians, we're really fortunate to have opportunities all around us," says Broadbent. "I want my vision to spark wonder. I want people to experience public space in a new light. I've got so many ideas, I'm excited to get started."

Building on a strong history of groundbreaking, iconic artistic collaborations, The ABSOLUT partnership with Broadbent marks the first of its kind in Canada. "ABSOLUT believes we live in a world where opportunity exists everywhere," said Kelly Kretz, Senior Brand Manager for ABSOLUT Vodka. "Justin's vision is an example of how these opportunities will pop up where least expected."

Where might this world of opportunity pop up? Be the first to know. Follow Justin on Twitter at twitter.com/justinbroadbent, and on his blog at <http://justinbroadbent.com/absolut/>, and participate in the conversation using the hash tag #ABSOLUTCA throughout the summer as Justin's concept unfolds and event location tips are released. You can also receive event updates and find out how to gain access by following twitter.com/ABSOLUTCanada.

Embrace spontaneity and win a VIP trip to the party

This summer, seize the opportunity to party with friends at a moment's notice with the limited edition ABSOLUT 'mini bar' – a classic 750 mL bottle of ABSOLUT Vodka in a custom carrying case that transforms into a tabletop bar with room for ice and garnish. And, don't miss the chance to win round-trip tickets and a VIP experience to this summer's event. Check out ABSOLUT.ca for details.

ABSOLUT Collaborations

ABSOLUT history-making artistic collaborations include work with over 300 painters, sculptors, glass designers, musicians and fashion designers, including: Andy Warhol, Lenny Kravitz, industrial design artist Konstantin Grcic, digital art pioneer Laurence Gartel and comedic actor Zach Galifianakis.

Corby Distilleries Limited

Corby Distilleries Limited is a leading Canadian manufacturer and marketer of spirits and imported wines. Corby's portfolio of owned-brands includes some of the most renowned brands in Canada, including Wiser's rye whiskies, Lamb's rum, Polar Ice vodka and Seagram's Coolers. Through its affiliation with Pernod Ricard, Corby also represents leading international brands such as ABSOLUT vodka, Chivas Regal, The Glenlivet and Ballantine's scotches, Jameson Irish whiskey, Beefeater gin, Malibu rum, Kahlua liqueur, Mumm champagne, and Jacob's Creek and Wyndham Estate wines.

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