



**GOSLING'S PARTNERSHIP WITH IMG, A WORLD LEADER IN THE SPORTS INDUSTRY,
CONTINUES TO GROW**

Gosling's Rum strategic partnership with IMG, the world's premier sports, entertainment and media company, is helping to build the Gosling's brand within the golf industry.

IMG has a long history as the premier sports and entertainment marketing and management company in the world, and has extensive experience in event coordination, client representation, and sports media. IMG has represented and worked with some of the most famous corporate brands in the world and has been able to create unique marketing opportunities for these brands within the sports industry. IMG's experience and influence in golf is second to none and includes operation of 8 LPGA and PGA TOUR tournaments in 2008, player representation, and corporate partnerships.

IMG's expertise within the game of golf will be an excellent vehicle for Gosling's to reach their goals in terms of business growth. As Gosling's and the Dark 'n Stormy® have flourished in Bermuda, Malcolm Gosling, owner and seventh generation rum master, has said that they "look forward to linking Gosling's long history with its rising popularity in the U.S., especially among golfers." The strong reputation that IMG has in the golfing community will be linked to the Gosling's brand as it becomes integrated into tournaments and courses.

IMG will use its relationships to help integrate Gosling's Rum into the golfing community. The relationships include both public and private clubs; providing an avenue for business growth for Gosling's. In addition to specific clubs, IMG has the relationships and resources in tournament management. In 2008, 8 LPGA and PGA Tour tournaments will be run by IMG where Gosling's and the Dark 'n Stormy® will be featured either on the golf course, in corporate hospitality skyboxes, or off the course in hospitality programs. Tournament golf is the ideal venue for Gosling's because of the thousands of spectators in attendance, providing a perfect platform to showcase Gosling's products.

Gosling's will continue to build its business in golf courses and golf tournaments in the coming years, and with its vast experience and contacts in the industry, IMG will be an ideal partner. The voyage from Bermuda to the U.S. that began in 1806 is now complete, and the introduction of Gosling's Rum to a game that has been around since the 1400s is well on its way.

Dark 'n Stormy® is a registered trademark of Gosling's Export (Bermuda) Limited, Hamilton, Bermuda.