



RÉMY COINTREAU
GLOBAL TRAVEL RETAIL

PRESS RELEASE

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DITA VON TEESE PRESENTS THE COINTREAU POLITAN SHOW

Cointreau has taken its collaboration with its sensational brand ambassador Dita Von Teese one step further this summer with a new advertising and promotional campaign presenting its flagship cocktail the Cointreapolitan which has made its debut in Singapore Changi.

The exuberant personality and unique style of the glamorous burlesque performer make her the ideal candidate to incarnate Cointreau's 'Be Cointreaversial' brand signature.

The new campaign depicting Dita Von Teese perched seductively on a pink cocktail glass above the tag line 'That's the way I love it!' will be the platform for future activations and airport tastings staged by Rémy Cointreau Global Travel Retail worldwide in airports, ferries and border shops.

Dita Von Teese has been captured on camera for the campaign by renowned fashion photographer Solve Sundsboe, one of the great innovators in contemporary image-making who lists among his clients some of the most illustrious names in the world of couture.

With its alluring pink colour and its bitter sweet taste of oranges mixed with the tangy cranberry and lemon juice, the Cointreapolitan is a wonderful drinking experience - perfect for the confident woman who wants to express her personality and be Cointreaversial.

Dita Von Teese, who combines elegance and refinement with daring sensuality, accepted the role of Cointreau global brand ambassador in December 2007.

For more product information please consult www.cointreau.com.

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Press enquiries:

Appleton Communications
Kate Teagle

Tel: +44 1784 434 666
Email: kate.teagle@btinternet.com

Trade enquiries:

Remy Cointreau GTR
Laurent Cosson

Tel: +33 1 44 13 45 29
Email: laurent.cosson@remy-cointreau.com