

PRESS RELEASE

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Hong Kong's multifaceted restaurateur TOMI HO joins Lignell & Piispanen as Brand Ambassador

KUOPIO, Finland, July 23, 2018 – Finnish premium spirits house **Lignell & Piispanen** has reached a new milestone with the announcement of its first ever Brand Ambassador. Lignell & Piispanen announces TOMI HO as Brand Ambassador for Hong Kong and Macau. Building on a fabulous career as a professional in the bar/restaurant scene, TOMI HO will share the good word of Finland's top spirits to quality-thirsty Hongkongers. TOMI brings a wealth of industry experience and knowledge, innovative ideas and visionary insight required to succeed on the ever-evolving Hong Kong bar and restaurant scene.

Harri Nylund, Lignell & Piispanen CEO said:

"We're delighted to announce our partnership with Tomi. This move emphasizes L&P's focus on high performance. Whether it's our product or the people that represent our brand, we want the best of the best."

Tomi Ho, L&P's new Brand Ambassador commented:

"Honored to represent and be part of the natural Arctic Luxury range in Hong Kong!! Can't wait to let people know more soon!"

Tomi will work in close cooperation with Pear & Carrot LTD, the official importer of Lignell & Piispanen products in Hong Kong.

Per Ågren, CEO Pear & Carrot LTD said:

"As the sole distributor of Lignell & Piispanen's premium products in Hong Kong & Macau, we are looking forward to introducing the artisans of arctic Luxury Liqueurs and vodkas in the region. Lignell & Piispanen produces unique liqueurs and premium vodkas using ripe berries of the arctic forests of Finland. We are excited to partner up with Mr. Tomi Ho on this journey from the wilderness of the Nordics to the urban Hong Kong"

For more information about Lignell & Piispanen and our Brand Ambassador in HK & Macau please contact:

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Best regards,



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CEO

Oy Gust. Ranin/Lignell & Piispanen