

Terra Ltd. appoints Banana River Wines & Spirits, LLC as the exclusive importer of Maloney's Irish Cream for the United States of America

Cocoa Beach, Florida - November, 08 2006 - Terra Ltd., based on Co.Cavan Ireland in conjunction with Banana River Wines & Spirits, LLC of Florida, USA, has announced



Maloney's Irish Cream will soon be available in the USA. Maloney's Irish Cream will begin distribution in the states of Florida, Texas, California and Washington in early December of 2006. Maloney's Irish Cream is a classic Irish Cream made in the finest Irish tradition using only fresh dairy cream blended with the finest quality flavors.

"The biggest appeal in addition to it's great taste and the difference from the other premium Irish Creams is that Maloney's is a wine based product and can be sold in any account that sells beverage alcohol both on and off-premise" said Ray Byrd, Managing Partner of Banana River Wine & Spirits LLC. "Maloney's can be served in coffee, chilled or as part of many cocktails, shooters and delicious frozen drinks. Maloney's can be sold in grocery and convenience stores in many states. Now with the introduction of Maloney's Irish Cream, restaurants and cafes with only a wine license can sell after dinner drinks and specialty coffees." "Maloney's Irish Cream is being launched in the traditional 750ml size with a suggested retail price of \$12.99" said Byrd.

"Maloney's Irish Cream has a superb taste and smooth finish. It is made using only fresh dairy cream blended with the finest quality flavors". "We will be able to add to the cream market because we can be distributed in many avenues. It is good for the category and for Maloney's"

Terra Ltd. was formed through the management buy out of a former production facility once owned by the cream category leaders. Terra has been developing and producing quality cream products for the International market for over 25 years, and as such, Terra is widely recognized for its expertise in this specialist area.

Banana River Wine & Spirits, LLC is a privately held corporation located in Cocoa Beach Florida and is specialized in the importation of wine based beverage alcohol products specifically targeted to the grocery store and convenience store market in the United States of America. Banana River Wine & Spirits, LLC Management team have over 40 years of combined experience in the Wine and Spirits industry.

For more information, contact the National Sales office of Banana River Wine & Spirits, LLC by telephone at 1-800-866-8379 or by email at cindy@bananariverbrands.com or ray@bananariverbrands.com