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FOR IMMEDIATE RELEASE

**THE ORIGINAL
REDUCED CALORIE VODKA COCKTAIL**



JOINS



Las Vegas, NV – November 1, 2012 – DeJa Enterprises LLC, makers of **TinyTini®**, the first line of Ready to Serve, Reduced Calorie Vodka Cocktails, proudly announces they have joined **LIPS™**, the Ladies International Poker Series Tour as their official martini sponsor.

Recognizing the need to satisfy people who love the delicious flavor of a specialty martini but count calories, TinyTini® delivers. Also, there is no need to master complicated recipes or buy expensive ingredients...they have done the work for you! Just Chill or Shake with Ice...and Pour. TinyTini®, 18% Alcohol by volume, just 35 calories per ounce ...One try and you'll be amazed!

According to CMO of DeJa Enterprises, Anthony De Rubeis, "We created our cocktails so people could enjoy themselves without guilt and the Ladies International Poker Series is a perfect match with that objective."

"LIPS™ Tour is so excited to partner with TinyTini® and their excellent product. It is a great opportunity to reach our players; competitive individuals who enjoy the full flavor and all of the fun of a great cocktail but without the calories," said Lupe Soto, Founder and CEO of LIPS™. "We love creating partnerships that are not only focused on women but with those who share our passion for life."

About LIPS LLC

With over 500 events concluded spanning 13 states, LIPS™ is the industry leader in women's poker with brand presence in land-based, online and mobile tournaments. Leading innovation in the sport since 2004, LIPS™ Tour reignited the movement to showcase women players through the tour and with the creation of the Women in Poker Hall of Fame. LIPS™ engages in strategic brand license, partnership and sponsorship opportunities.

For more information visit <http://www.LISPTour.com>

About DeJa Enterprises LLC

Founded by a woman to satisfy the need for best of class flavor but with fewer calories and a sustained commitment to create contemporary innovative and appealing spirit-based adult beverages in the U.S.A., they provide guilt-free indulgence and delicious alternatives.

If you would like more information or an interview, please use the contact provided and visit <http://www.DrinkTinyTini.com> and Facebook: <https://www.facebook.com/DrinkTinyTini>

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