

Grey Goose and The Weeknd are excited to announce a first-of-its-kind partnership for both the French premium vodka brand and the international artist. Grey Goose is linking arms with a cultural icon, The Weeknd, to bring exclusive and unparalleled experiences to fans around the world. The partnership also represents The Weeknd's first major alignment with a spirits brand to date.

The Weeknd's worldwide tour arrived in North America this past week, where Grey Goose joined the artist as an official sponsor. The best of Grey Goose is being brought to life at each tour stop across the globe, including signature cocktails such as the "Starboy" and "Sidewalk" featuring Grey Goose VX – the world's best tasting vodka masterfully finished with a hint of precious cognac.

"Grey Goose has always been such an iconic brand to me," shares The Weeknd. "I'm excited to partner with them."

"The Weeknd inspires others to celebrate life to the fullest by pushing boundaries and defying cultural expectations through music," shares Yann Marois, Global Vice President and CMO for Grey Goose Vodka. "As partners, we look forward to reimagining the realm of possibility, just like we did when we introduced Grey Goose to the world: as the first super premium vodka, made entirely of single-origin French ingredients."

These two titans of industry are working together on a few exciting collaborations, each of which will be unveiled over the coming months.

"I believe that real creativity will always shine bright and that's what you will see with Abel and Grey Goose," added Swizz Beatz, Bacardi's Global Chief Creative for Culture and friend of The Weeknd. "Sky's not the limit, it's just the view."

Both Grey Goose and The Weeknd have navigated uncharted territory to become unmistakable icons in their individual fields. Together, they are pushing the boundaries of ambition even further to bring unforgettable experiences to fans around the world.

### About The Weeknd

Starting off his career anonymously, The Weeknd first broke into the music scene with the 2011 mixtape House of Balloons. After receiving countless accolades for Beauty Behind the Madness, his most recent full-length album "Starboy" quickly rose to #1 in 90 countries, sold over one million albums globally and broke the global streaming record – all in less than one week.

### About Grey Goose Vodka

Every aspect of the creation of GREY GOOSE is focused on crafting vodka of unmatched quality. The creation of GREY GOOSE begins with the very best ingredients from France and a unique distillation process brings out the naturally superior characteristics of these ingredients. From field-to-bottle, the expertise of the GREY GOOSE Maître de Chai (Cellar Master), François Thibault, ensures an unparalleled smoothness and exceptional taste to the connoisseur palate.