

**ALPHA PROSPECTS PLC
("Alpha" or the "Company")**

Global deployment of ROK Drinks portfolio continues

Alpha Prospects Plc, the investment management company listed on the GXG Exchange, focussed on companies with fast growth and/or recovery prospects, announces that ROK Stars plc, the consumer products and environmental technologies development company founded by John Paul DeJoria and Jonathan Kendrick, has announced that its ROK Drinks division has signed a multi-year exclusive agreement with leading United States beverages importer, The Marsalle Company, for the distribution of Uisce Beatha Real Irish Whiskey across the United States. The agreement will begin with immediate effect.

Based in Franklin Park, Illinois, The Marsalle Company is a renowned wine and spirits Importer in the US with a wide assortment of well-known brands and exclusive niche products imported from across the globe. Representing Hacienda Vieja / Don Felix Tequila, James Oliver Rye Whiskey, LARK Malt Whisky from Tasmania, Trojka Vodka Liqueur from Switzerland as well as other wine and spirit brands, their commitment to both on and off premise partners has steered them to major success.

In June 2013 Alpha invested £450,000 into ROK Stars plc.

Commenting, Jonathan Kendrick, Chairman of ROK Stars plc said:

"We are extremely pleased to be working on an exclusive basis with The Marsalle Company to market and distribute Uisce Beatha Real Irish Whiskey across the United States. The American market is key to our global deployment of the ROK Drinks portfolio of which Uisce Beatha is a major part."

ROK Drinks was co-founded by John Paul DeJoria, known as 'America's favourite entrepreneur,' and British entrepreneur Jonathan Kendrick. John Paul DeJoria is best known as the co-founder of Paul Mitchell, the largest privately held hair care business in North America, as well as being co-founder of Patron Tequila, the world's Number 1 premium tequila brand.

Bob Shea, Vice President Sales & Marketing, The Marsalle Company added:

"We are very excited to be adding Uisce Beatha to our upscale spirits portfolio because it is a superb blended Irish whiskey which fits with our philosophy of providing our distributor partners with unique and special products. The Irish Whiskey segment in the US is doing extremely well and Uisce Beatha will please all whiskey connoisseurs."

`Uisce Beatha' (pronounced `ish-ka ba-ha') is ancient Gaelic for `water of life'. Whiskey was first distilled by Irish monks more than 1,000 years ago and `uisce' became Anglicized as `whiskey'.

More information at:

www.rokdrinks.com

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