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Contact: Ashley Morris
Phone: 770-377-8266
Email: ashley@bluesharkvodka.com

Blue Shark Vodka and Wyland Formalize Collaboration

WRIGHTSVILLE BEACH, NC March 27, 2025— Daytoon, Inc. announces that their new joint venture with Wyland has been a winner with fans, restaurants and bars throughout the state of North Carolina. Distribution has recently commenced in the State of South Carolina. Niki Bloomquist, President of Blue Shark Vodka said, "Aleph Fine Wines & Spirits out of Columbia, SC will oversee sales and marketing of Wyland's Vanilla Vodka."

Equalise Flavored Vodkas, a Delaware, LLC is the new venture, under the Daytoon, Inc. Holding Company. The companies' principals are united through a common bond of SCUBA diving and love for the oceans and nature. The logo of the new company pays homage to famed oceanographic researcher Jacques Cousteau's Research Vessel Calypso.

Mark Bloomquist, Founder and Chairman of Daytoon, Inc. will serve as interim President. "Wyland is a true partner. He is a man of many talents. Heck, he's even in the SCUBA Diving Hall of Fame." Wyland added, "Equalise is a state of balance and unity with the environment. All profits will be sent to my Foundation; supporting all of the Foundation's programs".

Equalise, LLC plans to unveil their new WYLAND'S LEMON VODKA in an exquisite collector bottle on May 31st. Each bottle will have a lemon peel from the Sicilian lemons that were infused in Blue Shark Vodka. The art for this new flavor is high resolution photocopy of an original painting that pays tribute to Wyland's signature whale's tail.

All proceeds and profits from the sales of Equalise Flavored Vodkas will be donated to the Wyland Foundation.