



FOR IMMEDIATE RELEASE

W. J. Deutsch Taps MPG for [yellow tail] Media Plan

White Plains, NY – May 12, 2011 – W. J. Deutsch & Sons, Ltd., a leading importer and marketer of 25 award-winning wines and spirits from around the world, including [yellow tail], Georges Duboeuf and The Original MOONSHINE, today announced that it has retained MPG, part of Havas Media, as its media planning agency for the [yellow tail] brand and the entire W.J. Deutsch Brand Portfolio.

“This is an important step for us as a company,” said Renato Reyes, Chief Marketing Officer, W. J. Deutsch. “[yellow tail] has already established itself as a brand phenomenon, having introduced more Americans to wine than any other modern day wine brand. This partnership will help us maximize the reach of our media dollars as we strive to take [yellow tail] to a new phase of growth. We are thrilled to be partnering with an agency of MPG’s caliber and are confident that this partnership will help us reach more consumers than ever before.”

"As a company that values innovation, long term partnerships and excellence of results, W. J. Deutsch is an ideal partner for our organization and a great fit with our own agency values," said Sasha Savic, Chief Operating Officer, Havas Media North America. “We look forward to delivering immediate business results and further building the [yellow tail] brand and the impressive W. J. Deutsch portfolio."

The media plan will begin by introducing a new [yellow tail] advertising campaign which is expected to begin airing in late summer.

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About Havas Media

Havas Media is the global media network of Havas.

Havas Media represents one of the world's fastest growing media networks and its agencies have grown from 10 markets in 1999 to 116 markets in 2010.

Havas Media services its clients through a portfolio of specialist global networks and agencies. The group is organized to maximize local market dynamics whilst leveraging the extensive global insight and strategic support within Havas Media. The range of companies within Havas Media include: MPG (Havas Media's global media network), Arena Media (Havas Media's network for tailor-made communication services), Havas Digital (Havas Media's global interactive network) and Havas Sports & Entertainment (Havas Media's global sports and entertainment communication network).

Further information can be found at www.havasmedia.com

About W.J. Deutsch & Sons

W.J. Deutsch & Sons, Ltd. was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. In 2009 Deutsch announced the expansion of the award-winning company to include a separate Spirits Division, W.J. Deutsch Spirits LLC. Deutsch's wines and spirits are sold to the trade with well-planned marketing support and are offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and its ability to meet the needs of the modern consumer. Bill's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirit industry.

The W.J. Deutsch & Sons portfolio includes award-winning wines from Australia: [yellow tail], [yellow tail] The Reserve, [yellow tail] Bubbles; California: Girard Winery, Windsor Sonoma, Sonoma Coast Vineyards; Kunde Estate; France: Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, Patch Block, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Italy: Barone Fini, Castello di Monastero, Coldisole, Poggio alle Sughere, Lionello Marchesi, Villa Pozzi; New Zealand: The Crossings; Portugal: Quinta Do Vale Meao; Spain: Mar De Frades (Rias Baixas), Cruz de Alba (Ribera del Duero), Ramón Bilbao Vinos Y Vinedos (Rioja), and Volteo (Castilla); Chile: Llai Llai; Argentina: Ruta 22, and award-winning spirits from Landy Cognac (France), Luksusowa Vodka (Poland), The Original MOONSHINE (USA) and Villa Massa (Italy). www.wjdeutsch.com

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