

W.J. Deutsch Announces Joint Venture with Corpora in Bio Bio, Chile and Patagonia, Argentina

Press Release – December 17, 2009 – W.J. Deutsch & Sons, Ltd., (Deutsch), a leading importer and marketer of award-winning wines and spirits from around the world, announced today that they have partnered with Corpora Group (Corpora), the pioneers of the Bio Bio region of Chile and the Patagonia region of Argentina, in a joint venture to launch a brand from each of these emerging wine regions in South America.

Deutsch and Corpora will create two brands that express the unique characteristics of these newly discovered terroirs. Both brands will be co-owned by Deutsch and Corpora and will be launched throughout the U.S. to Deutsch's extensive distribution network in the summer of 2010. The initial launch will consist of a Chilean Chardonnay and Pinot Noir from Bio Bio and an Argentine Malbec from Patagonia, all line priced at \$12.99.

Renowned for identifying and capitalizing on consumer-led market opportunities, Deutsch sees great potential in the Chilean and Argentinean wine categories, both of which are outperforming overall wine category growth. "Argentine wines are on fire right now," says CEO Peter Deutsch. "They are currently the fastest growing wine category, up over 30% by volume and over 40% by value since this time last year. Chile is also showing impressive numbers – growing sales at over double the rate of domestic sales growth. Based on our research of US consumption habits, we believe these growth trends will continue.

Following an extensive search we feel that Corpora Group, with their in-depth knowledge of these regions, state-of-the-art facilities, renowned winemaker and history of highly successful business ventures, is the ideal partner to work with in order to capitalize on the great opportunity that Chile and Argentina present."

Jorge Goles, Chief Executive Officer of Corpora Wine Group, explains why the company has invested so much into these previously unsung regions, and his vision for the joint venture with Deutsch.

Corpora's philosophy is one of quality, and we believe that the best wines are made in cold climate areas with hillside vineyards and complex soils that encourage deep roots. Together with world-renowned winemaker Pascal Marchand and geologist Yves Herody we

have identified the Bio Bio Valley's potential for making world class Sauvignon Blanc, Chardonnay, and especially Pinot Noir, and Patagonia's potential for making outstanding Malbec. Over the past three years we have invested over \$20 million into these two regions, where we now own a combined total of 4,800 acres of premium vineyards, state-of-the-art wineries, and a luxury hotel. With all of the tools in place to produce super premium wines from these idyllic wine valleys, the next step was to find a partner with an unprecedented history of brand building knowledge and success, coupled with a strong nationwide distribution network – Deutsch was the obvious choice! Together, our two family-owned and operated businesses are looking to not only put Bio Bio and Patagonia on the map of great wine regions of the world, but also build these brands into the leading Chilean and Argentinean wines in the country.

#