

[yellow tail]®



[yellow tail] WINE: 'OPEN FOR ANYTHING'

Country's Top Wine Brand Debuts New Multimedia Campaign on October 23

White Plains, NY, October 26, 2009 – [yellow tail] wine®, the country's number one wine brand, is launching a new multimedia campaign, entitled "Open for Anything™," that will debut on Friday, October 23 and air throughout the holiday season.

"[yellow tail] stands alone as the top wine brand in the U.S. due to our unprecedented, consistent offering of fun, approachable, affordable wine with a taste that consumers love and trust. This campaign reinforces the brand's leadership status by going where most wines cannot go," said Mark Lyle, Vice President of Marketing for W.J. Deutsch & Sons, Ltd., importer of [yellow tail].

"Despite our early growth and our high brand loyalty, [yellow tail] is still a discovery brand," said Isabelle McDonnell, Director of Marketing for [yellow tail] wines. "Through the new ad campaign we have the opportunity to take that to the next level and deepen consumer affinity and awareness of [yellow tail]."

"The 'Open for Anything' campaign reflects the brand's attitude in a humorous, unexpected way," said Mike Burns, Managing Partner of the BurnsGroup, creators of the 'Open for Anything' campaign. "[yellow tail]'s fans absolutely adore that it's a great quality wine that doesn't take itself too seriously."

The broadcast spots, created by the BurnsGroup (New York), were directed by Tarsem, winner of the Cannes Best Director award. His acclaimed directorial work ranges from the award-winning R.E.M. music video "Losing My Religion" to the feature film "The Cell" (starring Jennifer Lopez) and dozens of commercial advertising spots for the likes of Nike, Coca-Cola, Pepsi and Levis.

The first commercial, entitled "Tragedy," depicts a couple lamenting a spilled bottled of [yellow tail] wine through over-the-top operatic dialogue. However, the "tragedy" is averted when the man triumphantly reveals "we have more!" and produces two new bottles. A second execution, entitled "Swirl," shows a romantic meeting that occurs when [yellow tail] wine magically swirls from a woman's glass into a man's empty glass nearby. Moments later the couple is married.

Planned spending for the campaign, which will appear in national television, online, and in-store is \$7 million. The launch of the campaign marks a busy year for the wine brand. In July, the brand added to its white varietals by introducing Sauvignon Blanc to its 12-varietal portfolio.

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For more information on [yellow tail] wine please visit us at [Facebook](#), [Twitter](#) and www.discoveryyellowtail.com. Please drink responsibly.

About W.J. Deutsch

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. Deutsch's wines and spirits are sold to the trade with well-planned marketing support and offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and 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] Sparkling; California: Atlas Peak, Buena Vista Carneros, Esser Vineyards, Gary Farrell Vineyards and Winery, Geyser Peak, XYZin, Kunde Estate; France: Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Idaho: Ste Chapelle; 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); Washington: Columbia Winery, and Covey Run, and award-winning spirits from Landy Cognac (France) and Villa Massa (Italy).

www.wjdeutsch.com

About [yellow tail]

[yellow tail] is the champion wine brand for Casella Wines. Owned and operated in Yenda, Australia, the Casella family has winemaking links going back six generations to Italy. [yellow tail] wines are created with a simple philosophy - make a great wine that everybody can enjoy. [yellow tail] is everything a great wine should be; approachable, fresh and full of flavor.

The [yellow tail] wine portfolio includes nine [yellow tail] varietals (including Shiraz and Chardonnay), three blends and a Sparkling White and Rosé wine. The [yellow tail] The Reserve portfolio includes six varietals, including Cabernet Sauvignon and Pinot Grigio. [yellow tail] and [yellow tail] The Reserve wines are produced by John Casella and Chief Winemaker, Alan Kennett of Casella Wines, Australia.

About BurnsGroup

BurnsGroup, established in 2006, is headed by Mike Burns, former CEO of Saatchi & Saatchi New York. BurnsGroup's 2009 Client's include W.J. Deutsch, Gorton's Seafood, Pegasus Capital, Halo Pet Foods, Vonage, and Wyeth Consumer Health. The BurnsGroup mission is to create *Category of One™* brands for its Clients. Located in New York City's Soho neighborhood.

For more information see www.burnsgrouppnc.com, or contact Mike Burns at mike@burnsgrouppnc.com.