



7 December 2011

Managing Director Penfolds Appointment

Treasury Wine Estates Limited is pleased to announce the appointment of Gary Burnand to the role of Managing Director Penfolds. Gary will report to Treasury Wine Estates CEO, David Dearie and will have responsibility for setting and driving the strategic direction of the iconic Penfolds brand.

Gary brings to Treasury Wine Estates more than 20 years of experience in senior marketing and strategic roles in the food, apparel and alcohol categories of Europe, Asia Pacific and the United States. His most recent position was Global Marketing and Strategy Director for J Barbour & Sons and prior to this he held senior marketing positions at companies including VF Corporation, Nourish, Eyestorm.com Ltd and Levi Strauss & Co.

Treasury Wine Estates CEO, David Dearie said:

“I’m delighted to have Gary join the Treasury team. His experience and global insights make him the perfect recruit for the Penfolds brand. Penfolds is recognised globally for its standout white and red wines and Gary’s role will be to ensure the brand realises its magnificent potential on the global stage.”

“Gary is the final appointment of five new Brand Managing Directors to my leadership team and I’m delighted to have been able to fill each of these roles with candidates of such high calibre. The establishment of Brand Business Units as part of our new organisation structure brings a focus on our brands that has been lacking up until now - it will mean that our brands are at the centre of every decision we make.”

Gary will commence in his new role in March 2012.

Further information:

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