

17 February 2012

## PETER HEARL JOINS THE BOARD

At the time of Treasury Wine Estates (TWE's) demerger from Foster's Group Limited, Mr Peter Hearl was to be appointed a director of TWE.

In April 2011, TWE announced that at demerger, TWE would not proceed with the appointment of Mr Hearl due to personal business affairs that may conflict with TWE's business interests in the United States.

Mr Hearl has subsequently reorganised his business affairs and is now in a position to be appointed as a director of TWE.

Mr Hearl has a wealth of experience in international business and the food industry in particular. He is the former global Chief Operating & Development Officer for YUM Brands, the world's largest restaurant company, and throughout his career with YUM he oversaw much of the growth in the KFC, Taco Bell and Pizza Hut businesses around the world. He is a director of the Australia and New Zealand listed company Goodman Fielder Limited, a member of the UNSW's Australian School of Business Alumni Leaders Group as well as a director of the Fred Hollows Foundation. He is also honorary Chairman of the US based UNSW Study Abroad-Friends and US Alumni Inc.

"On behalf of shareholders I am very pleased to welcome Peter to the Board", said TWE's Chairman, Mr Max Ould. "Peter's skill set and vast management experience in global businesses, particularly in the North American market, will be a valuable asset at the Board table".

Peter's appointment is effective immediately.

Further information:

### Media

Elizabeth Middleton  
Corporate Communications Manager  
+61 8 8301 2314  
+61 (0)458 500 580

### Investors

Peter Kopanidis  
Investor Relations  
+61 3 8626 2832  
+61 (0)412 171 673

