



TREASURY WINE ESTATES

THE CHARMER SUNBELT GROUP AND TREASURY WINE ESTATES ANNOUNCE DISTRIBUTION AGREEMENTS IN DELAWARE AND NEW JERSEY

NEW YORK – September 25, 2012 – The Charmer Sunbelt Group (CSG) announced today that it has been awarded the entire Treasury Wine Estates (TWE) portfolio for exclusive distribution in Delaware through its member company, United Distributors. In addition, Charmer Sunbelt's R&R Marketing has been awarded the entire TWE portfolio in New Jersey on a non-exclusive basis.

These important moves further solidify CSG's relationship with this renowned global wine producer of over 80 brands. The TWE portfolio includes Beringer Vineyards, Chateau St. Jean, and Etude Wines, along with Australian iconic labels Penfolds, Wolf Blass, Rosemount, and Lindeman's. For some time, TWE's brands have been proudly sold by CSG houses in Metro and Upstate New York, Connecticut, Pennsylvania, Maryland, Arizona, Virginia, and Washington, D.C.

"The Charmer Sunbelt Group is thrilled that Treasury Wine Estates, in recognition of our long standing, successful relationship, has appointed R&R and United as its full-portfolio distributors in New Jersey and Delaware," said Greg Baird, CSG's Chief Operating Officer. "I am confident our local teams will deliver the focus and dedication required to achieve Treasury Wine Estates' goals in these markets as we have across all of our houses."

Sandra LeDrew, Managing Director Americas, Treasury Wine Estates, added, "The Charmer Sunbelt Group is a valued partner of Treasury Wine Estates, and we are pleased to expand our relationship in these key markets. We are equally committed to driving the long-term growth of our portfolio – and together we will further strengthen our relationships with strategic partners, bring more of our world-class wines to market, and win new consumers."

About Charmer Sunbelt

The Charmer Sunbelt Group (CSG) is one of the nation's leading distributors of fine wines and spirits. A group of privately held companies, CSG operates local distributor and/or brokerage houses in 13 markets: Arizona, Colorado, Connecticut, Delaware, Florida, Maryland New Jersey, New York (Metro and Upstate), Pennsylvania, South Carolina, Virginia, and the District of Columbia. Together, these companies employ more than 7,000 associates who bring to market some of the most valuable and well-known consumer brands in the world. CSG is a family-owned business that proudly serves as the critical link between wine and spirit suppliers, and the retail outlets where alcoholic beverage brands are legally and responsibly sold and enjoyed. For more information about CSG, please visit www.charmer-sunbelt.com.

About Treasury Wine Estates

Treasury Wine Estates (TWE) is a unique global wine company with a leading international portfolio of new world wines.

From the establishment of Australia's Penfolds in the mid-1840s to the 1876 founding of Beringer Vineyards, a winemaking legacy has been created. TWE is now the world's largest publicly-listed (ASX: TWE.AX) wine company with over 80 brands, including Beringer Vineyards, Be., Castello di Gabbiano, Chateau St. Jean, Cellar No. 8, Colores del Sol, Etude, Lindeman's, Matua Valley, Meridian Vineyards, Penfolds, Rosemount Estate, Souverain, Stags' Leap Winery, St. Clement, Wolf Blass and more.



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With over 27,000 acres of sustainable vineyards, sales totaling nearly 32 million cases of wine annually, and revenues of about AU\$1.64 billion, TWE employs over 3,500 winemakers, viticulturists, sales, distribution and support staff across 12 countries. For more information, visit www.tweglobal.com.

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