



MEDIA RELEASE

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**PENFOLDS CLAIMS 70% OF TOP AUSTRALIAN WINE
AUCTION PRICES IN 2011**

Langton's results from 2011 revealed Penfolds yet again dominated the Australian secondary wine market. Iconic Grange and a slew of Penfolds experimental wines of the 1950s and 1960s captured 70 places in Langton's top 100 Australian wine auction prices of the year.

The high collectability and revered nature of the iconic wine was further demonstrated with eight Penfolds wines placed in Langton's top twenty most desired brands. The list included Penfolds Grange, Bin 707, Bin 28, Bin 407, Bin 128 and Bin 389 which was second on the list and this year celebrates its 50th consecutive release with the 2009 vintage.

The 1951 Penfolds Bin 1 Grange led the way in auction prices for 2011 achieving \$51,602, with Grange from the 50s and 60s dominating the top spots. Penfolds St Henri – the traditional maturation style wine – also attracted significant buyer interest with two vintages in the top 20 and a bottle of 1961 St Henri fetching \$2,703.

From more recent vintages, a bottle of 2006 Penfolds Grange achieved \$911 in the year of its release, and the 2004 Penfolds Block 42, rated a 100 point wine by James Suckling, achieved \$736.

Langton's Fine Wine Principal, Andrew Caillard, said: "This remarkable achievement reflects a strong and enduring collector's love affair with Penfolds. The wines possess a compelling history, a unique aesthetic and represent the backbone of the Australian fine wine scene. The story of Penfolds Grange remains controversial even after 60 years, yet collectors keep buying and selling vintages as if they were government bonds."

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**About Langton's**

Langton's Fine Wine Auctions and Exchange (www.langtons.com.au) – established in 1988 – is Australia's leading wine auction house reaching an ever-increasing worldwide market. Each year more than 100,000 lots of ultra-fine Australian and imported wine at auction are on offer. In 2002 we synthesized our traditional auction services with state-of-the art internet technology establishing the world's best wine auction site. In 2004 Langton's launched its wine exchange. This additional new market gives clients the option to buy and sell wine in case lots and at fixed prices.

The integration of traditional service and the latest technology has revolutionized the way wine is sold on the secondary market in Australia. Sellers are able to follow *on-line* the progress of their wine from initial cataloguing to listing and sale. Buyers can bid at auction or buy on the exchange in real time. A comprehensive data base of price realizations, vintage reports, tasting notes and winery information provide clients with impressive background information on Australian and imported wine to help make selling or purchasing decisions. We are the world's leading market for Grange and ultra-fine Australian wine. Indeed www.langtons.com.au is regarded as Australia's leading fine wine market institution with almost two decades of experience and a reputation for innovation, expertise, reliability and integrity.

About PENFOLDS

Penfolds has been producing remarkable wines since 1844 and indisputably led the development of Australian fine wine in the modern era. The introduction of Penfolds Grange in 1951 forever changed the landscape of Australian fine wine. Since then a series of stand out wines both white and red have been released under the Penfolds masthead.