Established in 1844 Magill South Australia, Penfolds one of Australia’s leading wineries will host a series of Masterclass experiences featuring an impressive collection of rare and highly collectable wines at VinExpo Asia Pacific 29-31 May 2012 - Hong Kong.

A highlight of the masterclass includes the newly released and very rare 2008 Penfolds Bin 169 Coonawarra Cabernet Sauvignon a wine to star in the line up at the Penfolds Regional Wines Masterclass on Wednesday 30th May from 2.30pm.

Bin 169 serves as an authentic voice of fine wine, contributing to the landscape of Penfolds flagship family and the evolution of a proud portfolio. The 2008 vintage of Bin 169 Coonawarra Cabernet Sauvignon is the inaugural re-release of this label - modelled on the earlier ‘one-off’ 1973 Bin 169. The development of Bin 169 reflects Penfolds contemporary winemaking approach towards regionality and the involvement of fine-grained French Oak.

Signature style, consistency and longevity are all of paramount importance and help to certify a wine for inclusion. The use of new French Oak hogshead and regional fruit definition serve as a counterpoint within the Icon and Luxury family, however the hallmarks of rich aromatics, plush fruit, integrated oak, signature vinification techniques, heightened detail and focus is what qualifies Bin 169.
Mr Jamie Sach, Penfolds Ambassador will host the Penfolds Masterclasses and is thrilled to have the opportunity to showcase Penfolds finest wines to new and established wine friends from around the world at VinExpo Hong Kong.

“Our wines are steeped in a culture of tradition and heritage handed down by generations of winemakers. Superb vineyards and remarkable vision & craftsmanship are at the core of our philosophy,” said Jamie.

“I encourage wine colleagues to book appointments with us so they don’t miss the opportunity to experience wines such as one of Australia’s most celebrated and highly awarded Chardonnays - the Reserve Bin A as well as the impressive 2008 St Henri Shiraz (from the Icon and Luxury collection). Of course we will also feature our iconic wines Grange and Yattarna.”

In addition to the Masterclass schedule, a variety of Penfolds labels including a selection of wines from the Bins and Icon and Luxury collections will also be available for general tasting.

FOR FURTHER INFORMATION:
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## PENFOLDS VINEPAXO ASIA PACIFIC MASTERCLASS SCHEDULE

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EDITOR’S NOTES:

ABOUT PENFOLDS AMBASSADOR JAMIE SACH

Jamie Sach has the wonderful ability to share his enthusiasm for wine in an interesting, formative manner with a dash of good humour. Making wine easy to understand is a gift, but for Jamie it’s a product of his extensive experience and knowledge of the wine industry as a restaurateur, sommelier, chef, television presenter, radio host, magazine columnist and winery ambassador.

In 1999 Jamie was appointed sommelier at Penfolds Magill Estate Restaurant, one of South Australia’s finest restaurants boasting an extensive museum of current and cellared Penfolds wines. Whilst working at Magill, Jamie returned to university to complete a Bachelor of Media degree, his second after obtaining a degree in International Hotel Management in 1993.

Upon completing his studies in 2004, Jamie was appointed ‘Penfolds Ambassador’ reporting to Chief Winemaker Peter Gago. This cross-functional role capitalises on his extensive knowledge of the Penfolds portfolio and his many diverse professional skills.

Jamie has extensive experience working in the wine media, and was a regular contributor to Sumptuous TV, a South Australian food and wine lifestyle program. He appeared on the syndicated wine show Off the Vine which aired on the Lifestyle Channel. Away from the cameras, Jamie contributed to Sumptuous Magazine, Hong Kong’s Prestige Magazine and is regularly asked to speak publicly about his passion for food and wine.

In September 2007, Jamie coordinated the Penfolds Rewards of Patience Tasting, held over four days at the historic Penfolds Barossa Valley Kalimna Homestead and in the city of Adelaide. The Rewards of Patience is a unique Penfolds vertical tasting conducted every 4 years. An independent, international tasting panel examine wines spanning six decades across the Penfolds offer. The panels collective tasting notes and observations form the book, The Rewards of Patience, a unique publication which tracks the fortune of almost all Penfolds wines and is a must have for any Penfolds enthusiast.

Since 2005, Jamie has been pivotal in implementing the Penfolds Red Wine Re-Corking Clinic programme across Australia and internationally. His experience in tasting and assessing Grange since arriving at Penfolds in 1999 make him one of the worlds’ foremost experts on the subject.

Jamie travels extensively in his role as Penfolds Ambassador, representing this iconic brand to customers, consumers, journalists, and distributors in a variety of global forums.

Jamie’s corporate engagements include working with Deutsche Bank, Macquarie, National Australia Bank, Credit Suisse, Qantas, Ord Minnett, J.P. Morgan, Santos, AGL, IBM, NHP, BHP, Linfox, Visy Industries, Tourism Australia, Tourism S.A., Wine Australia, RACV, Ponting Foundation and Livestrong (Lance Armstrong’s Foundation).
ABOUT PENFOLDS WINERY

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