



MEDIA RELEASE

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Wolf Blass hits a six signing up Strauss and Vaughan to front new Sky Sports Ashes campaign

Former England cricket captains and Ashes legends Andrew Strauss and Michael Vaughan have signed up as ambassadors to front Wolf Blass's Ashes broadcast partnership with Sky Sports in 2013/14.

Strauss, who was captain for the victorious 2009 and 2011 Ashes series, and Vaughan, who skippered the unforgettable 2005 triumph, will both feature in TV sponsorship idents as part of the brand's official 'Wolf Blass Yellow Label' partnership with Sky Sports coverage of this summer's Investec Ashes as well as the next series, in Australia, this winter.

Wolf Blass has a long association with Cricket and had a strong presence in UK media during both the 2005 and 2009 Ashes series, including sponsoring highlights on Five in 2009.

Andrew Carter, Managing Director of Treasury Wine Estates EMEA, said: "We are incredibly excited to have two inspiring leaders like Andrew and Michael signing up to be Wolf Blass brand ambassadors for this year's Ashes. They are both people who represent the essence of triumph, much like Wolfgang Blass, the founder of the Wolf Blass brand.

"This campaign will centre around the heartland of Wolf Blass wines, 'Yellow Label' - the UK's favourite premium Australian wine. These wines have delivered quality and consistency for more than 40 years," he said.

The idents will be shown throughout each day's play on Sky Sports, during replays and also catch-up TV. The deal will also see advertising on Sky Sports News, as well as a significant digital presence on www.skysports.com.

To help drive this outstanding creative platform, TWE has appointed sports marketing agency MediaCom Sport to manage all activation activity.

"Wolf Blass has a fantastic cricketing heritage and we're looking forward to developing and deepening its association and involvement with the game with a shared essence of triumph. Strauss and Vaughan, are two heroes of the Ashes and the brand couldn't have more appropriate ambassadors during what promises to be a fantastic summer of cricket," said James Hough, Director of Sport at MediaCom Global.

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NOTE TO EDITORS

Wolf Blass was established in the Barossa Valley in 1966 and has grown from a humble tin shed to become one of the world's most successful and awarded wine brands. A recipient of more than 3,000 medals and trophies at national and international wine shows, the essence of Wolf Blass wines is exemplified through the passion of its custodians past and present as they continuously strive to produce wines of quality, character and consistency. Visit www.wolfblasswines.com.au