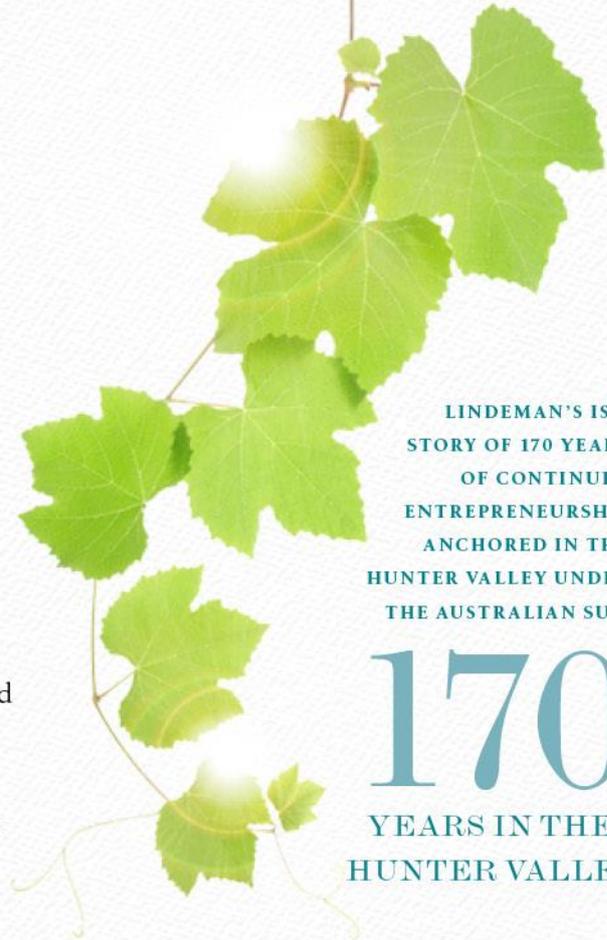


New-look Lindeman's celebrates heritage, home and happiness

Lindeman's is proud to present a new brand identity that reflects Lindeman's heritage in the Hunter Valley and celebrates the positive spirit of Lindeman's enjoyed in 22 countries around the world.

Lindeman's popular wines are made to be opened, enjoyed with generosity and inspire connection with friends and family, whether it's unwinding at the end of the day, taking time to celebrate the everyday moments or simply looking on the brighter side of life.



LINDEMAN'S IS A
STORY OF 170 YEARS
OF CONTINUED
ENTREPRENEURSHIP
ANCHORED IN THE
HUNTER VALLEY UNDER
THE AUSTRALIAN SUN.

170
YEARS IN THE
HUNTER VALLEY



LINDEMAN'S

FOUNDED BY DR HENRY LINDEMAN IN 1843

1 A new crest featuring 'Cawarra'

Our crest now features Dr Henry Lindeman's original family homestead, 'Cawarra', built in 1855. It also depicts a home setting in which millions of people enjoy Lindeman's with family and friends.

2 A modernised wreath

The iconic Lindeman's wreath has been updated to feature Australian native eucalyptus and gum nuts reaffirming Lindeman's home in Australia.

3 "In Life Happiness"

The Latin phrase 'Felicitas in Vitae' - meaning 'In Life Happiness' is inspired by Dr Henry Lindeman, who famously said "the one purpose of wine is to bring happiness."

4 Dr Henry Lindeman

The new logo clearly acknowledges Dr Henry Lindeman's role in founding Lindeman's in the Hunter Valley in 1843.



LINDEMAN'S

FOUNDED BY DR HENRY LINDEMAN IN 1843

MEDIA RELEASE

FOR IMMEDIATE RELEASE

New-look Lindeman's celebrates heritage, home and happiness

Lindeman's is proud to present a new brand identity that reflects Lindeman's heritage in the Hunter Valley, acknowledges founder Dr Henry Lindeman and his original homestead 'Cawarra' and celebrates the positive spirit of Lindeman's that has endured for 170 years.

The new look for Lindeman's will coincide with new packaging across the entire Lindeman's portfolio, which includes Lindeman's Coonawarra Trio, Hunter Valley range, Regional Series, Early Harvest, Bin Series and Cawarra.

Loved around the world in 22 countries, Lindeman's enjoys the coveted position of number-one selling Australian wine brand in four markets – Canada, Sweden, Netherlands and Norway,* rated the 7th most powerful wine brand in the world by Drinks Business** and is the pioneer and market leader of the lighter in alcohol and calorie wine category in Australia.***

Lindeman's Global Marketing Director, Sylvie Levesque, explained that the new brand identity is inspired by a desire to articulate the elements that make Lindeman's a much-loved enduring brand.

"Lindeman's remarkable global popularity has been driven by the simple and personal philosophy of Dr Henry Lindeman who planted the first Lindeman's vines in the Hunter Valley in 1843. We are seeking to champion the fundamental elements of Lindeman's – heritage, home and happiness – every time people visit us, read about us or enjoy a bottle of Lindeman's with friends and family," Levesque said.

The new Lindeman's brand identity comprises:

- A new crest featuring 'Cawarra': The Lindeman's crest now features Dr Henry Lindeman's original family homestead, 'Cawarra', built in 1855. It also depicts a home setting in which millions of people enjoy Lindeman's with family and friends.
- A modernised wreath: The iconic Lindeman's wreath has been updated to feature Australian native eucalyptus and gum nuts reaffirming Lindeman's home in Australia.
- "In Life Happiness": The Latin phrase 'Felicitas in Vitae' - meaning 'In Life Happiness' is inspired by Dr Henry Lindeman, who famously said "the one purpose of wine is to bring happiness."
- Dr Henry Lindeman: The new logo clearly acknowledges Dr Henry Lindeman's role in founding Lindeman's in the Hunter Valley in 1843.

This is the first time the Lindeman's logo has been changed since the dominant 'L' was introduced in 2001. The new brand identity and labels have been designed by leading Australian drinks packaging design specialists, The Collective.

Sources:

* No. 1 selling wine brand by volume in Canada, Redbooks MAT May 2013. No. 1 selling Australian wine by value in Sweden Systembolaget MAT October 2013. No. 1 selling wine brand in Netherlands by value, Nielsen MAT November 2013. No. 1 selling wine brand by value in Norway. Vinmonopolet MAT October 2013.

** #10 most powerful wine brand in the world, The Drinks Business & Intangible Business 'Power Brand 100' 2014

***Lindeman's Early Harvest wines are at least 25% lighter in alcohol and calories when compared to comparable wines of the same style.

For further information, images, interviews or product samples, please contact:

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