



NBA 中国官方葡萄酒合作伙伴

## **WOLF BLASS TO BECOME FIRST OFFICIAL WINE PARTNER OF NBA CHINA**

*– Treasury Wine Estates to Celebrate NBA’s Signature Events with Fans in Greater China –*

**SHANGHAI**, Dec. 17, 2015 – Treasury Wine Estates and NBA China announced today a new multiyear marketing partnership making Wolf Blass, Treasury Wine Estates’ leading Australian wine brand, the Official Wine Partner of the NBA in Greater China, including mainland China, Hong Kong, Taiwan and Macau.

Wolf Blass will engage NBA fans through comprehensive activations that include marketing promotions during the NBA Chinese New Year Celebration, NBA All-Star, NBA Playoffs and The Finals.

“Our long association with competitive sports and a shared passion in the chase for success makes the NBA an ideal partner,” said Treasury Wine Estates Chief Marketing Officer Simon Marton. “This competitive spirit is something that our founder Wolfgang Blass has ingrained in the brand and something we look forward to sharing and celebrating with NBA fans across China. This exciting partnership will be at the epicenter of a new integrated marketing program for Wolf Blass in China commencing in 2016 that supports our growth ambitions for the brand globally.”

“The NBA represents both a widely followed sport and a triumphant spirit shared by Wolf Blass that fans can relate with,” said Treasury Wine Estates President and Managing Director, Asia, Europe, MEA and Latin America Robert Foye. “This partnership will surely bring the Wolf Blass brand close to the hearts of many Chinese consumers.”

“We are delighted to partner with Treasury Wine Estates, which shares our commitment to excellence,” said NBA China CEO David Shoemaker. “The Wolf Blass brand embodies a genuine passion for sport, and we look forward to toasting the success of all the players, fans and partners with iconic Wolf Blass wines.”

Beginning Jan. 1, 2016, Wolf Blass will showcase its portfolio of iconic Australian wines, spearheaded by the Yellow Label range, to the NBA’s broad and passionate fanbase with in-store and online sweepstakes, as well as customized vignettes highlighting the NBA’s most exciting moments on NBA Mitan, an original program that will air on Tencent.

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### **About NBA China**

The NBA's entity that conducts all of the league's businesses in greater China was formed in January 2008 after its first office opened in Hong Kong in 1992. The NBA has interacted with Chinese basketball for decades, including first hosting the Chinese National team in 1985. The NBA currently has relationships with a strong network of television and digital media outlets in China, including a partnership of more than 25 years with national broadcaster CCTV. The league hosts hundreds of touring basketball events for fans, conducts community enrichment programs, and maintains marketing partnerships with a combination of world-class China-based corporations and U.S.-based multinationals. In October 2014, the NBA and China's Ministry of Education established a groundbreaking partnership that aims to provide enhanced basketball training to at least three million students by 2017.

NBA China is headquartered in Beijing and also has offices in Shanghai, Hong Kong and Taipei. NBA licensed products such as apparel and footwear are available through various retail networks and authorized online stores on e-commerce and social media platforms, including Tmall.com, JD.com and WeChat. In 2004, the NBA became the first American professional sports league to play games in China, with two games between the Houston Rockets and the Sacramento Kings in Shanghai and Beijing. The league has played a total of 20 games in China.

### **About Treasury Wine Estates**

Treasury Wine Estates (TWE) is a unique global wine company with a rich heritage and 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. Our passion for wine is reflected in some of the world's most recognized and awarded wine brands, including: Penfolds, Stags' Leap, Etude, Pepperjack, Wynns Coonawarra Estate, Wolf Blass, Beringer, Chateau St Jean, Matua, Castello di Gabbiano, Lindeman's, Rosemount, Yellowglen and many more. With 11,000 hectares of vineyards, sales of 30 million cases of wine annually, and revenues of about AU\$1.7 billion, TWE employs more than 3,000 winemakers, viticulturists, sales, distribution and support staff across 16 countries, with the Company's brands sold in more than 70 countries around the world.

### **About Wolf Blass Wines**

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 8,000 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.