



MEDIA RELEASE

WOLF BLASS SCORES WITH MANCHESTER CITY FOOTBALL CLUB

Iconic Australian wine brand partners with one of the English Premier League's most exciting teams

SINGAPORE, May 31, 2016 – Leading Australian wine brand Wolf Blass, announced today a multi-year marketing partnership with Manchester City Football Club, making Wolf Blass the Official Wine Partner of Manchester City Football Club for Asia, Middle East and Africa (MEA), and Mexico.

The partnership will see Wolf Blass further expand the brand's sports sponsorship footprint in the region following recently signed agreements with the National Basketball Association in China, and professional baseball organizations in Japan and Korea.

Through the multi-platform agreement, Wolf Blass will engage fans in key markets via an exciting consumer campaign that will include in-store promotions, co-branded merchandising, giveaways, digital and social media activations, as well as consumer events.

Robert Foye, President and Managing Director of Asia, MEA and Latin America, at Treasury Wine Estates, the owner of Wolf Blass wines, said: "Wolf Blass has a long association with competitive sports and a passion in the chase for success. So we are thrilled to be involved with the number one sport globally, and one of the most popular and successful football clubs in the world."

"Through this partnership with Manchester City FC, Wolf Blass will bring to life our global brand campaign 'Here's To The Chase', which celebrates the bold pursuit of triumph. We look forward to joining Manchester City in their bid to win more trophies, and celebrate their growing success with our iconic Wolf Blass wines."

Chris Hatcher, Wolf Blass Chief Winemaker, said: "As one of the most awarded wineries in Australian history, Wolf Blass is always striving for the absolute pinnacle of winemaking, just as Manchester City constantly strives to play the most beautiful football in the world".

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Damian Willoughby, VP Director of Partnerships, APAC at City Football Marketing, said: "Wolf Blass

is a pioneer in their industry whose commitment to quality, character and consistency echoes our own. Our new partnership offers us an exciting opportunity to connect with fans and consumers and we are looking forward to working with Wolf Blass as we both continue to grow in new and imaginative ways.”

As the Official Wine Partner of Manchester City, Wolf Blass will have access to one of the most passionate and highly engaged base of football fans in the world. With more than 240 million fans in Asia, Middle East and Africa, along with millions of followers across the Club’s growing social media presence, Manchester City provides an unprecedented platform for new and existing consumers to engage with Wolf Blass wines and share in the spirit of the chase for success.

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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.

About Treasury Wine Estates

Treasury Wine Estates (TWE) is one of the world’s largest wine companies, listed on the Australian Securities Exchange (ASX). The Company has a rich heritage and a portfolio of some of the most recognised and awarded wine brands in the world, including: Penfolds, Wolf Blass, Beaulieu Vineyard, Lindeman’s, Sterling Vineyards, Blossom Hill, Pepperjack, Rawson’s Retreat, Matua, Beringer, Stags’ Leap, 19 Crimes, Gabbiano, Chateau St. Jean and Wynns Coonawarra Estate. TWE is focused on portfolio premiumisation and brand-led marketing, with world-class production facilities in internationally recognised wine regions.

The Company sources grapes from a mix of owned, leased and third-party vineyards. Employing approximately 3,500 winemakers, viticulturalists, sales, marketing, distribution and support staff across the globe, TWE’s wine is sold in more than 70 countries around the world.

About Manchester City Football Club

Manchester City FC is an English Premier League club whose roots began in East Manchester in 1880 as St Mark’s West Gorton. It officially became Manchester City FC in 1894 and has since then gone onto win the European Cup Winners’ Cup, four League Championship titles, including two Premier League titles in the last five years (2012, 2014), and five FA Cups. Manchester City FC is one of four teams comprising the City Football Group and counts New York City FC, Melbourne City FC and Yokohama F-Marinus among its sister clubs.

The Club plays its domestic and Champions’ League home fixtures at the Etihad Stadium, a spectacular 55,000 seat arena that City have called home since 2003. Today, the Stadium sits on the wider Etihad Campus, which also encompasses the City Football Academy, a world leading first team training and youth development facility located in the heart of East Manchester. Featuring a 7,000 capacity Academy Stadium, the City Football Academy is also where Manchester City Women’s Football Club and the Elite Development Squad train on a daily basis and play their competitive home games.

For more information, please visit www.mcfc.co.uk
