



TREASURY WINE ESTATES

19 April 2018

MEDIA RELEASE

19 Crimes Wins the Super REGGIE Award

Wine brand takes top marketing honor for innovative use of Augmented Reality

19 Crimes, the first wine brand to bring augmented reality to wine labels, was awarded one of the industry's most prestigious marketing awards, the Super REGGIE, in the 2018 REGGIE Awards competition.

The awards event culminated with the Super REGGIE announcement, honoring Treasury Wine Estates and its agencies for the best campaign of 2017 chosen from the Gold category winners.

Building on momentum from last year's REGGIE awards, where 19 Crimes earned silver for "Best Shopper Program", this year the brand received the most nominations for any company in the following categories: Content Marketing, Creativity and Innovation, Shopper Marketing, Social Media and Retailer Specific Campaigns.

19 Crimes, recently awarded 'Hot Brand' status from Impact Magazine, has been in double digit growth for consecutive years with the augmented reality app, Living Wine Labels, playing a critical role in this success, driving consumer engagement and loyalty. The Living Wine Label app, which animates characters and elements of the labels, has been downloaded more than a million times, and now also features other TWE brands including, Chateau St. Jean, Lindeman Gentleman's Collection and the newly introduced Walking Dead and Beringer Brothers wines.

According to TWE Chief Marketing Officer Michelle Terry, the award recognizes the disruptive, innovative approach the company is taking to building its brands.

"When you take into account the calibre of the competition from some of the world's biggest consumer goods and services companies, this is an outstanding recognition of our team, who have taken a truly innovative approach to marketing, and have driven consumer, retailer and distributor engagement in a way that no other wine brand has before," Terry said.

The award was presented at the REGGIE Awards Gala dinner held on the opening night of the Association of National Advertisers Brand Activation Conference. A total of more than 70 awards were presented to top agencies and brands for the best brand activation marketing campaigns of 2017 across more than 20 separate categories.

Since 1983, the REGGIE awards have been the premier industry awards program; recognizing the best marketing campaigns activated by brands and agencies. The Super REGGIE is awarded to the 'best-in-class' from the Gold category award winners. It is the most honored award in the brand activation industry, recognized as the crème de la crème in the marketing world.

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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 recognized and awarded wine brands in the world, including Penfolds, Pepperjack, Wynns, Beaulieu Vineyard, Beringer, Wolf Blass, 19 Crimes, Matua, Chateau St Jean, Sterling Vineyards, Gabbiano, Lindeman's and Rawson's Retreat. TWE is focused on portfolio premiumization and brand-led marketing, with world-class production facilities in internationally recognized wine regions. The Company sources grapes from a mix of owned, leased and third-party vineyards. Employing approximately 3,400 winemakers, viticulturists, sales, marketing, distribution and support staff across the globe, TWE's wine is sold in more than 100 countries around the world. Learn more about Treasury Wine Estates at www.tweglobal.com

About 19 Crimes

19 crimes turned convicts into colonists. In 18th-century Britain, criminals guilty of at least one of the 19 crimes, were sentenced to live in Australia, rather than death. For the rough-hewn prisoners who made it to shore, a new world awaited. As pioneers in a frontier penal colony, they forged a new country and new lives, brick by brick. Today, 19 Crimes wines celebrate the rebellious spirit of the more than 160,000 exiled men and women, the rule breakers and law defying citizens that forged a new culture and national spirit in Australia. Just like these legendary rogues, 19 Crimes wines are a taste that will live long in infamy. For more information, visit <http://19crimes.com/>.