

21 July 2010



WELCOME TO TREASURY WINE ESTATES



TREASURY
WINE ESTATES

From today, Treasury Wine Estates will become the new identity for Foster's Group Limited (Foster's) global wine business.

With 12,000 hectares of vineyards, 20 wineries and 50 wine brands, Treasury Wine Estates brings together some of the most popular and collected wines from Australia, California, France, Italy and New Zealand.

Under a new name, almost 4,000 global employees will become the guardians of a cherished wine heritage and build a global stamp of excellence in international wine.

Announcing the new identity, Foster's Chief Executive Officer, Ian Johnston said:

"Today is a significant day for the brands and people that make up Treasury Wine Estates.

"Since the acquisition of Mildara Blass and Rothbury Wines Limited in 1996, Beringer Wine Estates in 2001 and Southcorp Limited in 2005, we've assembled one of the world's great wine businesses.

"The creation of Treasury Wine Estates marks the next natural step in that journey, accelerating a cultural change and business transformation that began with the completion of the Wine Strategic Review in February 2009.

"With six of the ten most collected wines in Australia, America's leading premium brand in Beringer Vineyards, and a collection of outstanding international wines, this is a business with impeccable credentials.

"The new name and brand identity reflect the wealth of treasured wine brands that mark the core of this business.

"Treasury Wine Estates will harness the essence of great winemaking, with a focus on building company and shareholder value as creator and purveyor of quality wines in Australia, California and around the world.

"The announcement today does not pre-empt any outcome for our demerger, nor does it represent fundamental change in our business model. It does, however, represent the acceleration of a cultural change for those of us working in the wine business as we return to a dedicated focus on viticulture, wine making and the marketing and sale of one of the world's most outstanding portfolios."

Further information:**Media**

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About Treasury Wine Estates

Managed as four regional businesses in Australia and New Zealand, The Americas, Europe, Middle East & Africa and Asia, Treasury Wine Estates is a unique international premium wine business with a 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. The Treasury Wine Estates portfolio includes iconic brands such as Beringer, Penfolds, Lindemans, Chateau St. Jean, Wolf Blass, Rosemount, Matua Valley, Wynns Coonawarra Estate and Castello di Gabbiano. These international favourites sit alongside regional champions that include California's Stags' Leap, St Clement and Etude and Australia's Seppelt, Coldstream Hills, and Devil's Lair.

With over 12,000 hectares of vineyards, sales totalling over 35 million cases of wine annually, and revenues of over AU\$2 billion Treasury Wine Estates employs over 4,000 winemakers, viticulturists, sales, distribution and support staff across in 12 countries.

Our values

Treasury Wine Estates comprises five precious elements; the unique winemaking that comes from the world's oldest soils, a viticulture that carefully guards its heritage, an unmatched selection of wines, a family of internationally renown winemakers and a team of vintrepreneurs who take pride in having one foot planted in the vineyard and the other in the boardroom as they offer products to millions of wine lovers around the world.

For more information on the new identity, visit: www.treasurywineestates.com