



**Immediate Release**  
**May 18, 2010**

**Contact: Ed Matovcik**  
**(707) 259-4540**  
[Ed.Matovcik@am.fostersgroup.com](mailto:Ed.Matovcik@am.fostersgroup.com)

### **Foster's Appoints Fred Dame, Master Sommelier, to VP, Luxury Sales**

**NAPA, CA** – Foster's Wine Estates has appointed Master Sommelier Fred Dame as Vice President, Luxury Sales reporting to Mike Holden, SVP Sales. Dame will head-up the selling division that will have management responsibility for a world-class portfolio of brands that includes Beringer, Penfolds, Chateau St Jean, Stags' Leap Winery, Etude and St. Clement.

Prior to joining Foster's, Dame has held senior management positions with Constellation, Beam Wine Estates, Allied Domecq and Seagram Chateau & Estate Wines. He is one of only 102 Americans to have passed the Master Sommelier Examination and the first to successfully pass all three parts in a single year. He is the first American to serve as President of the Court of Master Sommeliers Worldwide and he founded the organization's American Branch.

Foster's Senior Vice President of Sales Mike Holden commented "Few people know more about selling fine wine than Fred. He is greatly respected in the wine business and he aligns perfectly with our luxury portfolio. We are extremely excited to have him join the Foster's team."

Dame served as Cellarmaster for the Sardine Factory in Monterey, California where he was credited for creating a wine list that won the Wine Spectator Grand Award. He has also been awarded Sante Magazine's Wine Professional of the Year as well as Starwine's Lifetime Achievement Award.

Dame will be based out of Foster's North American headquarters in the Napa Valley.

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**Foster's Wine Estates Americas (FWEA)**, is the premium wine portfolio owned by Foster's Americas, a regional division of Foster's Group of Australia. With a proud history that dates back to the 1800's and a legacy marked by the highest commitment to making quality wines and producing strong business returns, FWEA produces and markets an international portfolio of award-winning brands from iconic estates like Beringer Vineyards and Chateau St. Jean in California, Penfolds, Rosemount and Wolf Blass in Australia, Castello di Gabbiano in Italy, and Matua Valley in New Zealand. Many of these estates were founded by pioneers in their regions and continue to craft wines at the forefront of quality, innovation and regional expression. More information can be found at [www.fosterswineestates.com](http://www.fosterswineestates.com).