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BROTHERS IN ARMS JOINS FORCES WITH NEW U.S.A. AGENT

Brothers in Arms have recently joined forces with Vintage Point – Partners in Wine, one of the USA's most exciting and innovative new marketing and distribution operations.

"We are thrilled to be entering a long-term relationship with people that understand and focus on the luxury end of the US market", commented the owner and Managing Director of Brothers in Arms, Mr. Guy Adams.

"We first started exporting wines to the US in 2001, as one of the instrumental labels that brought luxury Australian wines, particularly Shiraz, to the attention of the US market." Adams continued.

In late 2006 Guy became the outright owner of Brothers in Arms, which he now runs with a new management and wine operations team.

"As a business we really had to re-think where we wanted to be – and where we didn't want to be", Adams explained.

"It became pretty clear early last year that we needed to concentrate on a few specific markets and ensure we had relationships in place with like-minded companies. The US is a key market for Brothers in Arms – it's where our journey began – and we now have a partner who fully appreciates what we want to achieve. Equally we appreciate what Vintage Point wants to achieve, so there is a clear common purpose."

Established in early 2006 by three partners, David Biggar, Managing Director, Tom Peterson, Director of Operations and Teresa Sullivan, Director of Finance, Vintage Point is designed to specifically meet the needs of small, luxury wineries both in the U.S. and abroad.

"Above all, we want to help small, independent boutique wineries get to market. The way wine is marketed and sold in the U.S. is changing so quickly, with consolidation happening in all parts of the business – retail, wholesale and supplier. As a result, we see that these wineries are getting lost in the system," said Biggar.

"Vintage Point speaks to the needs of the luxury producers, embracing their individuality and the special niche they occupy. Our aim is to partner with these wineries so that their businesses remain viable, profitable and strong." Biggar elaborated.

"The Metala vineyard is extremely well known in Australia for its high quality fruit, with plantings dating back to 1891. The Brothers in Arms wines showcase the calibre of these vineyards, producing red wines that are true to the estate and true to the Langhorne Creek region of South Australia. We are thrilled that they have selected us and look forward to reconnecting US customers with the brand."

The Brothers in Arms wines will be featured by Vintage Point at the upcoming Wine & Spirit Wholesalers of America (WSWA) convention in Las Vegas in early April 2008.

"This is a massive event on the American wine trade calendar and we anticipate huge interest." Biggar claimed.

Brothers in Arms produce only Estate reds from Langhorne Creek – the flagship Shiraz, the No.6 Shiraz Cabernet and two Cabernets under the just released Formby & Adams name.

For further information please contact: James Hall, General Manager – Marketing & Sales (0403) 609 757 or marketing@brothersinarms.com.au, or Guy Adams at Brothers in Arms (08) 8537 3182 or guy@brothersinarms.com.au

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