



Date: August 2008

COMPANY PROFILE

The Country Vintner (TCV) is a successful wine importer and distributor that built its reputation servicing markets in the Mid-Atlantic and South-East regions of the United States. In 2004 an Australian office was opened to manage the Company's expanding Australian import portfolio (Australian Selection) and to take these wines into new US markets, through long term partnerships with independent distributors.

The Australian Selection:

TCV represents an exciting portfolio of premium wines from across Australia (and now New Zealand), with a strong focus on quality, growth-oriented brands. A broad range of wine styles, regions and prices are represented, with most wines retailing between \$8 and \$28 a bottle.

Wines offered by TCV are representative of the region, showing characteristic treatment of grape varieties and true-to-form, local expression. TCV has excellent supply relations with its Australian producers and brings these wonderful wines to the US on an exclusive basis. Brands represented include:

- | | | | |
|-----------------------|---------------------------|-------------------|---------------------------|
| • Gibson Barossavale: | Barossa, Australia | • Mount Vernon: | Marlborough, New Zealand |
| • Green Path: | South Eastern Australia | • Picardy: | Pemberton, Australia |
| • Hay Shed Hill | Margaret River, Australia | • Silverwing: | Australian Regional Wines |
| • Ironberry: | Western Australia | • Talijancich: | Swan Valley, Australia |
| • Kilda: | South Eastern Australia | • Vinaceous | Australian Regional Wines |
| • Lawson's Dry Hills: | Marlborough, New Zealand | • Wagtail: | Australian Regional Wines |
| • Longview Vineyard: | Adelaide Hills, Australia | • West Cape Howe: | Great Southern, Australia |
| • Loose End: | Barossa, Australia | • Zeepaard: | Western Australia |
| • Mandu: | Western Australia | | |

Markets Covered:

TCV is currently working with distributors (who purchase either stateside or on a DI basis) within the following states:

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|----------------------|-------------------------|
| • Mid-Atlantic: | DC, MD, DE, VA, WV & NC |
| • North-East: | NY, NJ, PA, ME & VT |
| • Mid-West: | IL, OH & IN |
| • West: | CA, WA, OR & AZ |
| • Central/Mountains: | CO, UT & KS |
| • South: | TX, FL, AL & SC |

By 2010, TCV aims to have wines from its Australian Selection represented in all major wine markets across the US.

THE COUNTRY VINTNER PTY LTD

Ph/Fax: +61 (0)8 9444 6596, **Email:** info@countryvintner.com.au, **Web:** www.countryvintner.com.au

Address: 5 Mabel Street, North Perth WA 6006 Australia

Distributor Support:

TCV provides the following services and support to its distribution partners:

- Selection and purchase of a broad portfolio of wines across Australia and New Zealand.
- Full control of Australian export and US import procedures.
- Federal US label approvals.
- Supply of Australian wines ex-warehouse VA (priced in USD) or on a direct import basis (priced in AUD). Shared container pricing is also offered.
- Professional web-based point of sale material.
- Comprehensive samples support program.
- Attentive support through regular communications and market visits (TCV representatives and producers).
- Up-to-date producer profiles, tasting notes, pricing and availability via the Company website.
- Regular updates and promotional flyers outlining important news, wine awards and press reviews.
- Project management re the development of new private labels (including fruit source, contract winemaking, brand concept development, packaging and warehousing).

Background (Wholesale Operations):

The Company's wholesale business represents over 4,000 different wines from producers around the globe. Approximately 65% of these wines are imported and 35% are domestic.

TCV's Head Office and Warehouse is based in Ashland, Virginia. Its main warehouse, an impressive 170,000 ft² temperature-controlled facility operates a state-of-the-art, fully-automated distribution system ensuring its customers receive orders on a next day basis. It is one of the largest bottle-pick operations in the country. Secondary warehouses operated by TCV are located in Maryland and North Carolina.

The Company's foundation has been built servicing on-premise and independent retail customers. More recently it has also established a division to cater for the specialist needs of chain retail business. TCV prides itself on maintaining a sales force of experienced and motivated sales professionals that operate as independent business managers, to service a growing client base. The results speak for themselves; TCV has now been operating for approximately 30 years (all of them profitable) and has achieved an annual compounded growth of 13%, for the past 3 years running.

The opening of the Australian office marks an exciting phase in the Company's growth, as it continues to expand its import operations.

Ownership & Key Personnel

TCV's Australian office is owned by TCV USA, along with Liz Mencil who is the Managing Director of the Perth-based Company.

Liz Mencil has more than 15 years of hands-on experience in the field of Export Marketing, combined with an impressive knowledge of Australian wines. In the 2 years prior to joining TCV, she had successfully exported a range of Australian wines to Japan and the US, before being approached by TCV to establish and manage the Australian Office. In her former role as Marketing Director for a Perth-based exporter, she was directly responsible for establishing over 30 new export markets, maintaining a substantial international distribution network, seeing the Company's sales increase consistently over a 5-year period (\$1m, \$1.5m, \$2m, \$2.5m, and \$4m.) and establishing a new sales office in the United Kingdom. Her efforts were recognized when the Company was awarded the Small to Medium Manufacturer's Export Award (2000 WA Industry & Export Awards).

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