



Date: November 2009

COMPANY PROFILE

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

The Australian & NZ Selection:

TCV represents an exciting portfolio of premium wines from across Australia and 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 \$7 and \$25 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 and New Zealand producers and brings these wonderful wines to the US on an exclusive basis. Brands represented include:

- | | | | |
|-----------------------|----------------------------|-------------------|---------------------------|
| • Gibson: | Barossa, Australia | • Picardy: | Pemberton, Australia |
| • Green Path: | South Eastern Australia | • Pikes: | Clare Valley, Australia |
| • Hay Shed Hill: | Margaret River, Australia | • Ponga: | Marlborough, New Zealand |
| • Ironberry: | Western Australia | • Silverwing: | Australian Regional Wines |
| • Lawson's Dry Hills: | Marlborough, New Zealand | • St Kilda: | South Eastern Australia |
| • Longview Vineyard: | Adelaide Hills, Australia | • Talijancich: | Swan Valley, Australia |
| • Loose End: | Barossa, Australia | • Vinaceous: | Australian Regional Wines |
| • Maude: | Central Otago, New Zealand | • Wagtail: | Australian Regional Wines |
| • Mandu: | Western Australia | • West Cape Howe: | Great Southern, Australia |
| • Neudorf: | Nelson, New Zealand | • Zeepaard: | 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, MA, ME & VT |
| • Mid-West: | IL & IN |
| • West: | CA, WA, OR & AZ |
| • Central/Mountains: | CO & UT |
| • South: | TX, FL & SC |

By 2010, TCV aims to have wines from its Australian & NZ 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 and New Zealand export and US import procedures.
- Federal US label approvals.
- Supply of Australian and New Zealand 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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