

[Press release]

DYNASTY

酒的王朝

Dynasty Organises the First-Ever Seminar in China for The World's Only Wine & Spirits MBA Programme

(Hong Kong – 9 June 2013) Dynasty Fine Wines Group Limited (“Dynasty” or “the Group”) (Stock Code: 828), a premier grape winemaker in China, is pleased to announce that the Group was invited by BEM Management School, a top business school in Bordeaux, France, to organise the first-ever seminar in China for its Wine & Spirits MBA Programme. The course is currently the world’s only MBA programme designed for the grape wine and liquor industry, which receives an outstanding reputation.

The seminar was held at Chateau Dynasty in Tianjin on 7 and 8 June. A total of 28 participants including students and the programme director of the MBA Programme participated. The seminar invited the secretary general of grape wine division from the China Alcoholic Drinks Industry Association to give in-depth presentations about the grape wine and liquor industry in China, relevant national policies and future industry development. Dynasty’s department heads and distributors also shared their experience in the daily operations from supply chain, production to sales and marketing, while experienced winemakers briefed participants on the production bases and types of grape wines in China. The students also had the chance to taste selected Dynasty grape wines, and visit its production plant, underground wine cellar, vineyards as well as Chateau Dynasty, integrating both teaching and sightseeing together.

Mr. Bai, Chairman and Executive Director of the Group, said, “A heartfelt welcome to the students and the programme director of the Wine & Spirits MBA Programme of the BEM Management School to visit Dynasty. We are honoured to be the organiser of the programme’s first seminar in China, and selected as a representative of the wine industry in China to introduce local grape wine culture to wine and liquor experts and connoisseurs from overseas. This is groundbreaking recognition from Europe’s world-leading grape wine sector of Dynasty. We will constantly strive our utmost to introduce the Chinese grape wine culture to the world.”

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**Students and the programme director of the Wine & Spirits MBA Programme of
BEM Management School attend the seminar held at Chateau Dynasty in Tianjin**



Students of the MBA
Programme visit
Dynasty's vineyard



Students of the MBA Programme
visit Dynasty's wine museum



Mr. Bai Zhisheng,
chairman of Dynasty,
presents Dynasty grape
wine to the programme
director

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About Dynasty Fine Wines Group Limited

Founded in 1980, Dynasty is the premier grape winemaker in China. It is principally engaged in the production and sale of grape wine products under its reputable Dynasty brand. Dynasty is the first Sino-foreign joint venture wine company in China with Tianjin Development Holdings Limited (Stock Code: 882) and Remy Cointreau as its major shareholders. The Group produces and sells more than 100 grape wine products as well as markets 420 imported ones, providing customers across all consumer strata in the PRC with high quality products offering excellent value for money. Dynasty wines have been included 13 times on the list of Best Selling Grape Wines in China published by the China Industry and Enterprise Information Centre between 1997 and 2012. During recent years, Dynasty has won many industry and capital market awards included in the chart below.

Year	Awards
2009	- The Credible Enterprise of China Accreditation for 2010-2012 - <i>The Asset</i> magazine "The Asset Triple A – China's Most Promising Companies"
2010	- <i>China Wine</i> magazine "The Most Innovative and Competitive Brand in China's Liquor Industry" - The China General Chamber of Commerce "Top Ten Greatest Satisfaction Brands (Industry) in China"
2011	- <i>The Asset</i> magazine "The Asset Triple A – China's Most Promising Companies" - The China General Chamber of Commerce "Top Ten Greatest Satisfaction Brands (Industry) in China" - "Chinese Listed Companies with the Most Influential Brand Overseas" in the 2011 China Securities Golden Bauhinia Award - The Bronze Award under the taste category "Cabernet Sauvignon – 2005" in the 2011 Cathay Pacific Hong Kong International Wine & Spirit Competition
2012	- <i>metroBox</i> "Prime Awards for the Best Brand Enterprise in Greater China 2012" - Four Dynasty wines were honored at the first Decanter Asia Wine Awards winning two Bronze and two Commendation medals - Two Dynasty wines were awarded as Best Wine from China and with the Silver Award under the taste category "Merlot – Ningxia – 2010-2002" respectively at the 2012 Cathay Pacific Hong Kong International Wine & Spirit Competition
2013	- <i>metroBox</i> "Prime Awards for the Best Brand Enterprise in Greater China 2013" - Three Dynasty wines were awarded a Silver, a Bronze and Seal of Approval respectively at the Hong Kong International Wine Challenge - Three Dynasty wines were awarded two Bronze and one Commended medals respectively at the Decanter World Wine Awards

For more information, please visit: www.dynasty-wines.com

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