

**[Press Release]**

# DYNASTY

酒的王朝

## **Dynasty Participates in the 1<sup>st</sup> Wine World Cup**

### **Hong Kong China Team Wins the Championship with 5-0 Victory**

(Hong Kong, 24 June 2014) – The 1<sup>st</sup> Wine World Cup Football Challenge organised by the Hong Kong Wine Merchants' Chamber of Commerce ("HKWMCC") ended with great success on the night on 26 May. The Dynasty Fine Wines Group Limited ("Dynasty" or the "Group," Stock Code: 828) - sponsored Hong Kong China Team with participant from the Group won the championship match 5-0 over Portugal Team.

The World Cup, the biggest soccer event in the world, has kicked off in Brazil and the 2014 Vinexpo Asia Pacific, Asia's largest wine expo, has commenced in Hong Kong. The HKWMCC took this special occasion to integrate these two mega events and organise the 1<sup>st</sup> Wine World Cup Football Challenge in Hong Kong. Held on 26 May at Stanley Ho Sports Centre, The University of Hong Kong, the competition has provided a unique opportunity for industry practitioners and the public who are grape wine and soccer lovers to link their two passions, share fun, exchange ideas and promote the grape wine culture in Hong Kong. The Group believes that sponsoring sports events for industry practitioners who come from different grape wine producing countries during the international wine expo helps attain two objectives: enhancing the friendship between the Group and international peers, and promoting Dynasty's brand and its grape wine culture.

The competition comprised matches with seven players on the pitch for each team. Besides the host Hong Kong China Team, other grape wine producing countries represented included France, Chile and Portugal. After rounds of keen competition, Hong Kong China Team won 5:0 over Portugal Team to become the champion.

Please visit the websites below for videos of the 1<sup>st</sup> Wine World Cup:

Mainland China :

[http://v.youku.com/v\\_show/id\\_XNzI0MTA4NDEy.html?x&from=timeline&isappinstall](http://v.youku.com/v_show/id_XNzI0MTA4NDEy.html?x&from=timeline&isappinstall)

Other regions :

<http://youtu.be/54WoVLTmBkk>

- More -



Hong Kong China Team receives the championship trophy



Mr. Sam Ho, Financial Manager of Dynasty, presents the 2nd runner-up trophy to France Team on behalf of the Group



Mr. Edward Yu (first from right), Principal Assistant Secretary for Commerce and Economic Development, presents the championship trophy to Hong Kong China Team

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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 2013. During recent years, Dynasty has won many industry and capital market awards included in the chart below.

Year	Awards
2009	<ul style="list-style-type: none"><li>- The Credible Enterprise of China Accreditation for 2010-2012</li><li>- <i>The Asset</i> magazine “The Asset Triple A – China’s Most Promising Companies”</li></ul>
2010	<ul style="list-style-type: none"><li>- <i>China Wine</i> magazine “The Most Innovative and Competitive Brand in China’s Liquor Industry”</li><li>- The China General Chamber of Commerce “Top Ten Greatest Satisfaction Brands (Industry) in China”</li></ul>
2011	<ul style="list-style-type: none"><li>- <i>The Asset</i> magazine “The Asset Triple A – China’s Most Promising Companies”</li><li>- The China General Chamber of Commerce “Top Ten Greatest Satisfaction Brands (Industry) in China”</li><li>- “Chinese Listed Companies with the Most Influential Brand Overseas” in the 2011 China Securities Golden Bauhinia Award</li><li>- The Bronze Award under the taste category “Cabernet Sauvignon – 2005” in the 2011 Cathay Pacific Hong Kong International Wine &amp; Spirit Competition (HKIWSC)</li></ul>
2012	<ul style="list-style-type: none"><li>- <i>metroBox</i> “Prime Awards for the Best Brand Enterprise in Greater China 2012”</li><li>- Four Dynasty wines were honored at the first Decanter Asia Wine Awards winning two Bronze and two Commendation medals</li><li>- 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 HKIWSC</li></ul>
2013	<ul style="list-style-type: none"><li>- <i>metroBox</i> “Prime Awards for the Best Brand Enterprise in Greater China 2013”</li><li>- Three Dynasty wines were awarded a Silver, a Bronze and Seal of Approval respectively at the Hong Kong International Wine Challenge</li><li>- Three Dynasty wines were awarded two Bronze and one Commended medals respectively at the Decanter World Wine Awards</li><li>- Three Dynasty wines were awarded as Best Wine from China and with two Bronze awards respectively at the 2013 Cathay Pacific HKIWSC</li></ul>
2014	<ul style="list-style-type: none"><li>- Gold Award at <i>metroBox</i> “Prime Awards for the Best Brand Enterprise in Greater China 2014”</li></ul>

For more information, please visit: [www.dynasty-wines.com](http://www.dynasty-wines.com)

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