

[Press Release]

DYNASTY

酒の王朝

Four Dynasty Wines Shine at *WINE.LUXE* 55th Challenge

“Modesta” Wine Ranks First Overall

(Hong Kong — 31 July 2014) Dynasty Fine Wines Group Limited (“Dynasty” or “the Group”) (Stock Code: 828), a premier grape winemaker in China, is pleased to announce that of the four Dynasty wines participating in *WINE.LUXE* 55th Challenge, Dynasty Wisemanship Collection – Modesta, a dry Merlot red wine, ranked first with the highest mark out of all competitors.





Founded in 2009, *WINE.LUXE* is the only free bilingual monthly magazine in Hong Kong that focuses on grape wine connoisseurship and local city life. The magazine organizes grape wine challenges with different themes every month and this month’s theme was “Made in CHINA!”. All participating grape wines were produced in China and were evaluated by the judging panel comprising seven sommeliers from the Hong Kong Wine Judges Association or the Hong Kong Sommelier Association and more than 60 readers.

The four participating Dynasty grape wines included the Wisemanship Collection – Modesta and Fiera, Dynasty Chardonnay Reserve 2010 and the Dynasty Merlot Series – Gold Label 2008. Among them, the Wisemanship Collection – Modesta beat all competitors. According to the judging panel (including Mr. Peter Kwong, the highest world ranked Chinese sommelier), this wine has a rich aroma of dark berries, jujube spices and tea leaves. It has a smooth taste with a nice structure and refined tannins, achieving a good balance among fruity flavors, tannins and sourness with a pleasant aftertaste.

Mr. Hao Feifei, the Chairman of Dynasty, said, “As the plantation and brewing technologies in China have achieved great development in recent years, grape wines labeled “Made in China” have gradually gained an appreciation from the international community. The outstanding results we achieved at the *WINE.LUXE* 55th Challenge have demonstrated the prominence of Dynasty among domestically-made grape wines. Looking ahead, apart from improving plantation and brewing technologies, we will also continue to conduct in-depth analysis of the wine’s aroma, taste, balance, layers and how its matches with different cuisines. We resolve to enhance the standard of our grape wines so as to gain industry acclaim and bring surprising new sensations to the lives of consumers.”

– More –

Dynasty's grape wines participating in WINE.LUXE 55th Challenge and a description of their properties follow:

Participating Wines	Professional Rating	Readers' Rating
 <p>Dynasty Wisemanship Collection – Modesta This dry Merlot-variety red wine was meticulously matured in French oak barrels to an elegant deep ruby red. With aromas of sweet blackberry, coffee and sumptuous undertones of meat and butter, this wine easily qualifies as dense and rich. Soft tannins round-out the structure and bring it to a gentle finish. For perfection, enjoy with barbecue and hearty steak.</p>	92	91
 <p>Dynasty Wisemanship Collection – Fiera This exquisite medium dry white wine is made from muscat grapes blended with incense and delicate chardonnay. The pale gold color gives aromas of rose with tropical and citrus hints of pineapple and lychee. Producing the delicate notes of honey which lead to a sweet clean finish and subtle nuances of fruits. It pairs divinely with any variety of seafood and brings out the flavors of light meat dishes.</p>	88	90
 <p>Dynasty Chardonnay Reserve 2010 Colored pale lemon, this dry white wine has an off-dry and light to medium body producing hints of green apple and ginger on the palate. On the nose, it displays notes of peach, pear, citrus fruit and almond. This wine is ready to drink, served chilled, as a perfect accompaniment to shellfish, rich seafood dishes with cream sauce, downy rind cheeses and salads with French dressing.</p>	86	88
 <p>Dynasty Merlot Series – Gold Label 2008 This Merlot Series – Gold Label wine has an sustained ruby color leading naturally to smells and favors of red fruits such as raspberry and cranberry complemented by cassis, a touch of oak, some acetone, eucalyptus tree leaves and mint. With a dry character and balanced acidity, its true red fruit expression is highlighted leading to a longer finish. This wine is best matched with pata negra and Parma ham, roast poultry and wild fowl as well as Asian spiced casserole or braised dishes.</p>	87	84

Scoring System:

- 95-100 Classic: a great wine
- 90-94 Outstanding: a wine of superior character and style
- 85-89 Very good: a wine with special qualities
- 80-84 Good: a solid, well-made wine

– End –

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 Tsinlien Group Company Limited 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"> -The Credible Enterprise of China Accreditation for 2010-2012 -<i>The Asset</i> magazine “The Asset Triple A – China’s Most Promising Companies”
2010	<ul style="list-style-type: none"> -<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	<ul style="list-style-type: none"> -<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 (HKIWSC)
2012	<ul style="list-style-type: none"> -<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 HKIWSC
2013	<ul style="list-style-type: none"> -<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 -Three Dynasty wines were awarded as Best Wine from China and with two Bronze awards respectively at the 2013 Cathay Pacific HKIWSC
2014	<ul style="list-style-type: none"> -Gold Award at <i>metroBox</i> “Prime Awards for the Best Brand Enterprise in Greater China 2014” -Dynasty Wisemanship Collection – Fiera was awarded the Silver medal at the Decanter World Wine Awards

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

To shop Dynasty's wines online, please visit: www.dynasty-wines.com/shop/

For press enquiries:

Strategic Financial Relations (China) Limited

Ms. Esther Lau	Tel: 2864 4845	Email: esther.lau@sprg.com.hk
Ms. Janice Au	Tel: 2864 4874	Email: janice.au@sprg.com.hk
Ms. Fanny Yuen	Tel: 2864 4838	Email: fanny.yuen@sprg.com.hk
Ms. Mina Pang	Tel: 2864 4830	Email: mina.pang@sprg.com.hk
Ms. Ivory Xu	Tel: 2864 4846	Email: ivory.xu@sprg.com.hk