



STRATEGIC FINANCIAL RELATIONS (CHINA) LIMITED  
縱橫財經公關顧問(中國)有限公司

[For immediate release]



**DYNASTY OPENS 1ST DYNASTY CLUB ON  
HENG SHAN ROAD, XU HUI DISTRICT, SHANGHAI  
TARGETS HIGH-END MARKET CONSOLIDATES INDUSTRY LEADERSHIP**

(Hong Kong, 21 December 2009) – Dynasty Fine Wines Group Limited (“Dynasty” or “the Group”) (Stock Code: 828), a leading grape wine producer in China, has held grand opening for its first grape wine club “Dynasty Club” on Heng Shan Road, Shanghai recently to target the high-end market and nurture a mature customer group.

Heng Shan Road is in the high-end leisure district in Shanghai neighboring consulates and commercial and shopping areas with various pubs and bars. At 273 Heng Shan Road of Xu Hui District, Dynasty Club is in a 3-storey building of a specially-designed western style. It has a wine tasting and storage section on the 1/F, a catering section on the 2/F and accommodations on the 3/F, to meet the different needs of top-tier customers. There are large oak barrels with grape wines in the premise to be sold as a whole and VIP customers may enjoy putting the fine wines they purchased into personal wine niches at the Dynasty Club. Apart from its own products, Dynasty Club also distributes foreign grape wines, representing its effort to develop the grape wine market in China, particularly in Shanghai, with major global grape wine producers.

**Mr. Bai Zhisheng, Chairman and Executive Director of Dynasty**, said, “Dynasty Club is the first high-end grape wine club set up in China by Dynasty. The strategic location of the Dynasty Club in Shanghai speaks to the strong reputation and prestigious image of the brand and the prosperity and mature consumption for grape wines of residents in Shanghai. We are confident that with the opening of Dynasty Club, we will be able to bring the grape wine culture to more citizens in Shanghai and lead the wine consumption trend in the city, and at the same time consolidate our leading presence in the country.”

**About Dynasty Fine Wines Group Limited**

Founded in 1980, Dynasty is one of the leading grape wine producers 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 offers over 50 grape wine products in five main categories of red wines, white wines, sparkling wines, brandy and icewine. Dynasty provides customers in all consumer strata with high quality and “excellent value for money” products. In 2000, Dynasty was recognized as a Well-known Trademark for grape wine products in China by the Trade Mark Office of the State Administration of Industry and Commerce of China and in 2009, was awarded the Credible Enterprise of China Accreditation 2010-2012. Dynasty wines made the list of Best Selling Grape Wines in China published by the China Industry and Enterprise Information Centre eleven times between 1997 and 2008. The Group was listed on the Main Board of the Stock Exchange of Hong Kong on 26 January 2005. In 2009, the Group was named second runner-up in the food and beverages industry category in China of The Most Promising Companies by *The Asset*.

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*Dynasty Opens First Dynasty Club on Heng Shan Road, Xu Hui District, Shanghai*



Photo (left): The grand opening of Dynasty Club

Photo (right): Dynasty Club is a specially-designed western style building with a clear Dynasty Club sign at the entrance



Photo (left): Wine tasting area in Dynasty Club

Photo (right): Different models of barrels in wine cellar, and VIP niches for personal collection

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