



For Release

China's Premier Winemaker 'Dynasty' Celebrates 5 Year Hong Kong Listing and its upcoming 30th Anniversary

Chinese-French partnership now has global ambitions

(Hong Kong, January 27, 2010) – China's premier winemaker Dynasty Fine Wines Group yesterday marked its 30th anniversary and its 5th year on the Hong Kong Stock Exchange with a gala celebration in Hong Kong.

Aboard the aptly named luxury cruise liner 'Grand Cru', the glittering event included tastings of Dynasty's most celebrated vintages and an official lighting-up ceremony for the brand's giant new billboard at New World Centre on the Tsim Sha Tsui waterfront.

The double anniversary celebration was hosted by Mr. Bai Zhisheng, Chairman and Executive Director of Dynasty Fine Wines Group Limited, together with guest of honour Mr. Jean-Marie Laborde, Chief Executive Officer of French joint venture partner Remy Cointreau, and Mr. Yu Zhongcheng, Deputy Secretary-General of Tianjin People's Government.

Also attending the event were senior government officials from Tianjin, where Dynasty is headquartered, and representatives of Tianjin Development Holdings Ltd.

Guests from Hong Kong included Mr. Li Xiaojia, Executive Director, Chief Executive, The Stock Exchange of Hong Kong Limited, representatives of the Consul General of France in Hong Kong & Macau, distributor Jebsen Fine Wines, and both local and mainland wine and food experts including Mr. Hugo Leung.

MC for the occasion was TVB celebrity Astrid Chan.

Dynasty Fine Wines Group was established in 1980 as a joint venture with Remy Cointreau, one of the world's leading wine and spirits companies.

"Its award-winning history since is a remarkable reflection of the proud traditions and state-of-the-art expertise of Remy Cointreau," said Mr. Bai Zhisheng, Chairman and Executive Director of Dynasty Fine Wines Group Limited.

Since listing on the Hong Kong stock exchange in 26 January 2005 (stock code: 00828), he said the brand "has proven not only its expertise in producing top quality wines, but also in producing excellent financial returns for its shareholders".

Mr. Jean-Marie Laborde, Chief Executive Officer of Remy Cointreau, said: "Throughout all these years, Dynasty Fine Wines Group strived to produce the finest wines in the region.

"Dynasty has inherited from Remy Cointreau the fine traditions and state-of-the-art expertise in winemaking, and has now become one of China's premium wineries and a leader in the Chinese wine market."

Mr. Yu Zhongcheng, Deputy Secretary-General of Tianjin People's Government, said: "There

is a significant increase in knowledge and aspirations for wine in China. Stepping into a new era, we are confident that Dynasty Fine Wines Group will continue to provide all consumer groups high quality and excellent value for money wines, and we are certain that the group will grow stronger and stronger, capturing the robust growth potential of the Chinese wine market.”

Dynasty has taken the lead in China’s wine industry by introducing world-class advanced wine-making equipment, new processes and technologies.

The leading Chinese winery produces a diverse range of wine and spirits, from high-end traditional vintage wines to reasonably-priced wines targeted at young customers,

Having won dozens of international prizes, Dynasty is now targeting the international market.

Global marketing and promotion efforts are being stepped-up this year, including participation in Vinexpo Asia-Pacific 2010, the world’s leading wine and spirits exhibition, being held this May in Hong Kong.

To meet growing demand, Dynasty’s production capacity is expected to reach around 70,000 tones, equivalent to approximately 93.3 million bottles in the first half year of 2010.

Dynasty has also entered into strategic co-operation agreements with renowned global enterprises including the world’s largest wine equipment manufacturer; the largest barrel manufacturer in France, Seguin Moreau; the largest retailer in Europe and the eighth largest retailer of the world, les Grands Chais de France, GCF Group.

The brand’s charisma is also being manifested with a new ‘Dynasty Chateau’, a grand classical European-style wine chateau showcasing the world’s top wines and explaining the history of wine production in East and West, which is due to open in the first half year of 2010.

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About Dynasty Fine Wines Group Limited

Dynasty Fine Wines Group Limited is the premier winemaker in the People’s Republic of China. Established in 1980 as a joint venture with Remy Cointreau, its award-winning history is a remarkable reflection of the proud traditions and state-of-the-art expertise of Remy Cointreau, one of the world’s leading wine and spirits operators. With more than 50 wines within five main product categories – red wines, white wines, sparkling wines, ice wines and brandy – Dynasty’s diversified wine portfolio caters to a range of consumer tastes and preferences.

Issued by Grebstad Hicks Communications on behalf of Dynasty Fine Wines Group Limited.

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Mr. Bai Zhisheng, Chairman and Executive Director of Dynasty Fine Wines Group Limited (Left), Mr. Li Xiaojia, Executive Director, Chief Executive, The Stock Exchange of Hong Kong Limited (Middle) and Mr. Gao Feng, General manager & executive director of Dynasty Fine Wines Group Limited (Right) at the signing backdrop.



Keynote speech by Mr. Bai Zhisheng, Chairman and Executive Director of Dynasty Fine Wines Group Limited.



Mr. Bai Zhisheng, Chairman and Executive Director of Dynasty Fine Wines Group Limited, Mr. Jean-Marie Laborde, Chief Executive Officer of French joint venture partner Remy Cointreau (Right), and Mr. Yu Zhongcheng, Deputy Secretary-General of Tianjin People's Government (Left) officiate the Lighting Ceremony.



Photos of Mr. Bai Zhisheng, Chairman and Executive Director of Dynasty Fine Wines Group Limited (Left), Mr. Yu Zhongcheng, Deputy Secretary-General of Tianjin People's Government (Middle) and Mr. Zhang Guoqing, Director of Tianjin Agricultural Commission (Right) taken in front of the stage.



Group photos of Board members of Dynasty Fine Wines Group Limited.



Photos of Mr. Bai Zhisheng, Chairman and Executive Director of Dynasty Fine Wines Group Limited (Left) and local and mainland wine and food experts Mr. Hugo Leung (Right) taken in front of Dynasty's large billboard in TST New World Center.