



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

[For immediate release]



## **DYNASTY RAISED RMB190,000 FROM AUCTION OF CHINA'S FIRST MEDIUM DRY WHITE WINE FOR TSE-REH ORPHANAGE IN QINGHAI SHOWS DEDICATION TO SOCIAL RESPONSIBILITY**

(Hong Kong, 28 January 2010) – Dynasty Fine Wines Group Limited (“Dynasty” or “the Group”) (Stock Code: 828), a leading grape wine producer in China, participated in the “2009 insider Charity Night – Donations to Tse-reh Orphanage” auction and raised RMB190,000 from auctioning a one of the bottles of medium dry white wine brewed all from fermented grape juice which produced in 1980, demonstrating its care for the under-privileged and dedication to honoring corporate social responsibility.

The medium dry wine of year 1980 is the first batch of wine products of Dynasty after it was founded. It is also the first medium dry white wine made all from fermented grape juice in China and is seen as the signature wine of the Group. It is brewed from quality muscat hamburg grapes grown in the Bohai Bay area using the advanced wine production techniques and equipment of the Group’s partner Remy Cointreau. The wine snatched the Gold Award at the Brussels International Wine/Liquor Appraisal Conference with its rich fruity aroma, elegant fragrance, full body, and pure and delicate taste. The award is the first and till now the only “International Award for Highest Quality” trophy won by a grape wine producer in China.

**Mr. Bai Zhisheng, Chairman and Executive Director of Dynasty**, said, “The bottle of medium dry white wine, which has been kept in our cellar for 30 years, makes a valuable collectible. However, we believe donating it for a good cause that can help those in need can even better raise its value above measure. As a listed company, apart from being responsible to shareholders and creating higher return for them, we are also committed to fulfilling our corporate social responsibility. Our success would not have been possible without the support and recognition of the country and the society, and that commands us to give back to the society at all times, especially in helping the poor and less fortunate communities, and support charitable causes.”

### **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*.

### **For press enquiries:**

#### **Strategic Financial Relations (China) Limited**

Ms Esther Lau	Tel: 2864 4845	Email: esther.lau@sprg.com.hk
Ms Anna Luk	Tel: 2864 4877	Email: anna.luk@sprg.com.hk
Ms Grace Xu	Tel: 2864 4838	Email: grace.xu@sprg.com.hk



Photo (above): Dynasty medium dry white wine in auction, and raised proceeds of RMB190,000



Photo (above): Dynasty medium dry white wine—signature wine of Dynasty, the only “International Award for Highest Quality” trophy of the Brussels International Wine/Liquor Appraisal Conference won by a grape wine producer in China