



[For Immediate Release]



## **Dynasty Fine Wines Flight on Its Maiden Voyage Serves in Flight Celebrations for the 30<sup>th</sup> Anniversary of Dynasty Officially Take Off**

(Hong Kong, 28 September 2010) – Dynasty Fine Wines Group Limited (“Dynasty” or the “Group”) (Stock Code: 828), a premier wine-maker in China, and Hainan Airlines (海航集團) have collaborated in the maiden voyage of Dynasty Fine Wines Flight, to mark the wine-maker’s 30<sup>th</sup> anniversary and featured wine-tasting, making it the first flight of its kind to be launched by different business players in China. Officiated by representatives from the Hainan Provincial Government, Tianjin Municipal Government, Dynasty and Hainan Airlines, the flight embarked from Haikou airport to launch the celebrations for Dynasty’s 30<sup>th</sup> anniversary.

As part of the festivities of Dynasty Fine Wines Flight, Dynasty and Hainan Airlines held an international wine tasting event on the flight, showcasing the unique appeal of Dynasty wines in an unprecedented airborne setting after Dynasty Merlot Dry Red Wine Reserve recommendation by world renowned enologist Michel Rolland.

**Mr Bai Zhisheng, Chairman and Executive Director of Dynasty**, said, “Dynasty Fine Wines Flight is a pioneering initiative in the entire wine industry. It demonstrates how the entire grape wine industry has taken off while raising the profile of the ‘Dynasty’ brand to new heights. I am very delighted to successfully open up a new segment for the Dynasty brand. In addition, the maiden voyage of Dynasty Fine Wines Flight is an apt symbol to lift-off our 30<sup>th</sup> anniversary celebrations. Another highlight coming soon is Dynasty’s inauguration of Asia largest wine castle Chateau Dynasty in mid-October. We have every confidence that Dynasty would maintain its leading position in the rising trend of grape wine consumption while enhancing consumers’ trust in and support for us.”

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**About Dynasty Fine Wines Group Limited**

Founded in 1980, Dynasty is the premier 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 offers over 100 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. Dynasty wines made the list of Best Selling Grape Wines in China published by the China Industry and Enterprise Information Centre 12 times between 1997 and 2009. In 2009, it was awarded the Credible Enterprise of China Accreditation 2010-2012 and was named second runner-up in the food and beverages industry category in China of The Most Promising Companies by The Asset. In 2010, Dynasty achieved Top Ten Greatest Satisfaction Brands in China Award organized by China General Chamber of Commerce and the Most Innovative and Competitive Brand in China’s Liquor Industry organized by China Wine Magazine.

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Dynasty Fine Wines Flight, which was collaboratively operated by Dynasty and Hainan Airlines, is ready for take off



The officiating guests at the ceremony for the maiden voyage of Dynasty Fine Wines Flight are photoed: Mr Lin, Vice Governor of Hainan Provincial Government (left 3), Mr Li Li, Deputy Director of the Standing Committee of the People's Congress of Tianjin City (left 4), Mr Bai Zhisheng, Chairman of Dynasty, Mr Gao Feng, General Manager of Dynasty (left 6) and Mr Robert Lu, Director of Dynasty (left 7)



Mr Robert Luc, Director of Dynasty, delivers a speech to the guests on the maiden voyage