



For Release

China's Premier Winemaker 'Dynasty' Celebrates Opening of Classical European-style Wine Chateau

Chateau Dynasty marks 30th anniversary with Asia's largest wine chateau

(Tianjin, China, November 10, 2010) – China's premier winemaker Dynasty Fine Wines Group celebrated its 30th anniversary with the spectacular grand opening of a classical European-style wine chateau in Tianjin last month.

Reminiscent of France's Palace of Versailles, complete with spires, battlements and marble statues paying tribute to Dionysus, the Greek God of Wine, Chateau Dynasty is the largest wine chateau in Asia covering an area of about 11,000 square metres and promises to become a major tourist attraction in Tianjin.

A spectacular glass-and-metal pyramid at the entrance replicates the iconic monument outside The Louvre in Paris.

Breathtaking interior décor from the days of Marie Antoinette incorporates Regency furnishing and eclectic antiques ranging from historic tapestries and medieval suits of armour to an armchair originally owned by the 16th century French author Michel de Montaigne.

Grand exhibition halls showcase the world's top vintages including priceless Rémy Martin cognacs.

An underground museum beneath the glass-and-metal pyramid explains the history of wine and winemaking; from ancient Egypt, Greece and Rome to the most hallowed vineyards of France and the New World. Exhibits range from ancient wine urns and historic bottles to antique winemaking equipment and tools.

Chateau Dynasty is also a prestigious banqueting, events and conference venue, incorporating a grand dining hall seating up to 400, with 22 luxurious guest rooms and a spa retreat specialising in treatments using grape essence.

The iconic new landmark symbolises global ambitions for the fast-growing brand. To celebrate the grand opening, a gala dinner for over a thousand guests featured live performances by Chinese stars of stage and screen.

The prestigious event was hosted by Dynasty's Chairman and Executive Director Mr.

Bai Zhisheng and Vice-Chairman and Non-Executive Director Mr. Francois Heriard-Dubreuil, founders of Dynasty's 30-year joint venture joint with France's leading wine and spirits group Remy Cointreau.

Among a host of prominent VIPs attending were prominent former Chinese government officials Mr. Li Ruihuan and Mr. Li Lanqing, Vice Mayor of Tianjin Mr. Li Wenxi; and from France, the French Ambassador to China Mr. Hervé Ladsous and Minister of Economic Recovery Plan, Mr. Patrick Devedjian.

There was also a major Chinese film awards presentation held during the Gala Dinner, where noted film stars including Ms. Kathy Chau , Mr. Max Mok Siuchung, Ms. Li Lin, Mr. Shao Bing, Ms. Tao Hung and Ms. Liu Weiwei joined in the celebration.

Among celebrity entertainers were Ms. Cheng Lim, Ms. Zhu Hua, Ms. Tian Hua, Mr. Chang Kuan and Ms. Gong Xinliang who performed some of the best Chinese songs from the 80's and 90's throughout the evening.

Mr. Bai said "Chateau Dynasty marks a significant milestone in our development, which also includes a huge expansion of production capacity."

"The wine industry has been growing steadily in China over the years and we are very proud to be part of it."

"Dynasty is committed to popularising wine knowledge and helping Chinese consumers understand the wine culture and identify good wine. The chateau will also organise various regular exhibitions and workshops on French and Chinese wine, food and culture to build up a platform of wine tasting, promotion, trade and storage for wine lovers in China."

"Thirty years ago, Dynasty opened a new era in wine for China; 30 years later, Dynasty will create a new dynasty of Chinese wine."

Mr Heriard-Dubreuil said: "Dynasty has come a long way since its establishment 30 years ago. Like a fine bottle of wine, Dynasty is getting better with age."

Chateau Dynasty's opening also showcased the winery's latest premium wines, including its latest Merlot series celebrating the 30th anniversary and most prestigious 'masterpiece' ever produced, Chateau Dynasty – Grand Wine, the winery's equivalent to a Bordeaux Premier Cru.

The collectible vintage has been hailed by leading international sommelier Michel Rolland, who commented: "Thirty years ago, I didn't think any good wines could be produced in Asia. But today, after 30 years, I've tasted a world-class wine from Dynasty in China."

About Dynasty Fine Wines Ltd

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

It produces a diverse range of 100 wine products in five main categories, namely red,

white, sparkling wines and brandy from high-end vintages to reasonably-priced varieties targeting young wine lovers – and most recently ice wine.

Having won dozens of international prizes, Dynasty is now targeting the international market – stepping up global marketing and promotion efforts spearheaded by initial focus on Chinese communities around the world.

The best of Dynasty Fine Wines were recently showcased to the international market at VINEXPO Asia-Pacific 2010, the world's leading wine and spirits exhibition, in Hong Kong earlier this year.

Listed on the Stock Exchange of Hong Kong since 2005, Dynasty (stock code: 828) has proven not only its expertise in producing top quality wines, but also in producing excellent financial returns for its shareholders.

To meet growing demand, Dynasty's production capacity expanded in 2010 from 50,000 tonnes (equivalent to approximately 66.7 million bottles) to reach around 70,000 tones, or 93.3 million bottles.

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

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

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The opening ceremony of Chateau Dynasty



The opening ceremony - Guests of Honour pouring red wine into DYNASTY crystal block



Chateau Dynasty



Chateau Dynasty – night view



Chateau Dynasty – Grand Wine