



**DYNASTY INCLUDED AMONG THE  
THIRD “TOP TEN GREATEST SATISFACTION BRANDS (INDUSTRY) IN CHINA” AWARD**

**QUALITY ACKNOWLEDGED BY THE INDUSTRY AND CONSUMERS  
FOR TWO CONSECUTIVE YEARS**

(Hong Kong, 27 September 2011) – Dynasty Fine Wines Group Limited (“Dynasty” or the “Group”) (Stock Code: 828), a premier winemaker in China, has announced that the Group has been included among The Third “Top Ten Greatest Satisfaction Brands (Industry) in China” award. This marks the second consecutive year for Dynasty to be thus selected.

The National Customers Satisfaction awards have been organised by the China General Chamber of Commerce, and jointly held by the Retail Vendors Commission of the China General Chamber of Commerce and the National Customers Satisfaction Evaluation Office. The press conference of the result announcement took place on 17 September 2011 at the National People's Congress Conference Centre in Beijing. The criteria for the award included the “Evaluation Standards for Customers’ Satisfaction on Commercial Service Industries” which are benchmarks to evaluate domestic commercial activities issued by the Ministry of Commerce of the PRC. Within the manufacturing, trade and service industries category, customers contributed their opinions on the “brand image”, “expected quality”, “actual quality”, “service quality”, “product value”, “satisfaction” and “loyalty” of the products via questionnaires or online surveys.

Over the past 30 years, Dynasty has emphasized product quality, earning an outstanding reputation domestically and abroad. Dynasty’s grape wines have won 14 international gold awards as well as 8 national gold awards. In The Monde Selection de Bruxelles, Dynasty has achieved the “Trophy of International High Quality”. Its grape wines have been acknowledged by the Ministry of Agriculture of China as an environmentally friendly beverage which is contamination-, pollution- and virus-free. Dynasty wines are not only popular among domestic consumers, but are also being supplied to Chinese embassies and consulates as well as exported to more than 20 countries and regions including the US, Canada, the UK and France.

Dynasty possesses world-class wine production equipment and technology. Currently, its annual production capacity has reached 70,000 tonnes and it offers more than 100 grape wine products within five main categories. The Group has a 5,000 square-metre underground wine cellar, the largest wine cellar in the PRC and is equipped with advanced facilities. These advantages have established a solid foundation for its high-quality products.

**Mr Bai Zhisheng, Chairman and Executive Director of Dynasty**, said, "We are very much honoured to have once again earned this respected award, gaining the trust and recognition from consumers. The achievement is a result of the high quality wine products and good brand image of Dynasty. We believe a strong customer demand has been one of the most important factors in the sustainable development of the Group. Dynasty will further enhance its product mix to provide consumers with more quality products, and meet their demand for premium grape wines and quality of life".

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### **About Dynasty Fine Wines Group Limited**

Founded in 1980, Dynasty is the premier wine-maker 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. Dynasty was listed on the Main Board of the Stock Exchange of Hong Kong on 26 January 2005. 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 13 times between 1997 and 2010. 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 of China's Most Promising Companies by The Asset magazine. In 2011 and 2010, Dynasty achieved "Top Ten Greatest Satisfaction Brands (Industry) in China" Award organized by China General Chamber of Commerce for 2 consecutive years; and in 2010, the Group was awarded the Most Innovative and Competitive Brand in China's Liquor Industry organized by China Wine magazine.

#### **For press enquiries:**

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

Ms. Esther Lau	Tel: 2864 4845	Email: <a href="mailto:esther.lau@sprg.com.hk">esther.lau@sprg.com.hk</a>
Ms. Jancie Au	Tel: 2864 4874	Email: <a href="mailto:janice.au@sprg.com.hk">janice.au@sprg.com.hk</a>
Ms. Annie Lau	Tel: 2114 4941	Email: <a href="mailto:annie.lau@sprg.com.hk">annie.lau@sprg.com.hk</a>
Ms. Vivienne Leung	Tel: 2864 4846	Email: <a href="mailto:vivienne.leung@sprg.com.hk">vivienne.leung@sprg.com.hk</a>
Ms. Fanny Yuen	Tel: 2864 4838	Email: <a href="mailto:fanny.yuen@sprg.com.hk">fanny.yuen@sprg.com.hk</a>