

[For immediate release]

**DYNASTY**  
酒的王朝**Dynasty Garneres the metroBox's  
“Prime Awards for the Best Brand Enterprise in Greater China 2012”****Demonstrates Dynasty's Status as Preferred Brand in Greater China  
and Wide Market Recognition**

(Hong Kong, 24 February 2012) – Dynasty Fine Wines Group Limited (“Dynasty” or the “Group”) (Stock Code: 828), a premier winemaker in China, has announced that it has been honored with the “Prime Awards for the Best Brand Enterprise in Greater China 2012” by *metroBox* magazine. This award recognises Dynasty's successful efforts in promoting the brand over the years.

This “Prime Awards for the Best Brand Enterprise in Greater China” acknowledges enterprises in Greater China with outstanding performance in brand building and quality of service. The panel of judges comprises businessmen from the commercial and industrial sectors and the editorial committee of *metroBox* magazine. The criteria for selecting outstanding enterprises in Greater China include company reputation, product and service quality, business results and achievements, corporate perception and social responsibility, brand characteristics and both innovative corporate and brand concepts.

**Mr. Huang Yaqiang, Executive Director of Dynasty**, said, “It is encouraging for Dynasty, the only Chinese winemaker, to win the ‘Prime Awards for the Best Brand Enterprise in Greater China’ after garnering ‘The Asset Triple A Awards – China’s Most Promising Companies’. Dynasty intends to continue to capture opportunities presented by the booming economy in the Greater China region and leverage our competitive advantage to boost our brand influence. We are also committed to achieving wider market acceptance through quality products and increase consumer recognition and loyalty to Dynasty.”

– End –

24 February 2012



**Mr. Huang Yaqiang, Executive Director of Dynasty, received “Prime Awards for the Best Brand Enterprise in Greater China 2012”**

#### **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. In 2009 and 2011, the Group was listed as one of the “The Asset Triple A – China’s Most Promising Companies” under the food and beverages industry category by The Asset magazine. In 2010, the Group was awarded the Most Innovative and Competitive Brand in China’s Liquor Industry organized by China Wine magazine. In 2010 and 2011, Dynasty achieved “Top Ten Greatest Satisfaction Brands (Industry) in China” Award organized by China General Chamber of Commerce for 2 consecutive years. In 2011, Dynasty garnered the “Chinese Listed Company with the Most Influential Brand Overseas” award in the 2011 China Securities Golden Bauhinia Award and the bronze award under the tasting category “Cabernet Sauvignon – 2005” in the 2011 Cathay Pacific Hong Kong International Wine and Spirit Competition.

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