



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

[Press Release]

DYNASTY 酒の王朝

Dynasty Takes Home Most Honors at First Decanter Asia Wine Awards

(Hong Kong—24 October 2012) Dynasty Fine Wines Group Limited (“Dynasty” or “the Group”)(Stock Code: 828), a premier grape winemaker in China, announced today that four of its wines have earned acclaim and awards at the first Decanter Asia Wine Awards (DAWA), making it the winningest Chinese winery at the event. DAWA is dedicated to the Asian market, and received a total of 2,249 grape wine entries from 42 wine regions.

Dynasty has one red grape wine, one sparkling wine and two white grape wines honored at the event. Dynasty Wisdom Noble Merlot and Dynasty Muscat Sparkling Wine received Bronze medals, the only Chinese Merlot and sparkling wine to win the medal. Dynasty Chardonnay Reserve 2010 and Dynasty Medium Dry White Wine 2010 snatched the Commended medals.

The Asian wine market has flourished in the past few years with sales in 2011 climbing to 156.1 million cases. Heeding the trend, *Decanter*, one of the most authoritative grape wine magazines in the world, created the event for the booming market. The judging panel of the award was co-chaired by Jeannie Cho Lee MW, the first Asian Master of Wine, and Steven Spurrier, chair of Decanter World Wine Awards (DWWA). To take full account of the expression of the terroir, all wines were blind tasted in groupings based on their region and sub-region of production, grape variety, wine style and vintage - the wines were judged purely on quality.

Dynasty’s Chairman and Executive Director, Bai Zhisheng said, “Grape wine industry players have been keen to grab a piece of the Asian market, and DAWA has provided them with credible references to recommend quality picks to lovers of Asian grape wines. We are proud to be the winery bestowed with the most awards, which is proof yet again of the superb quality of our wines and the recognition we enjoy among our peers. With a finger on the pulse of the industry, we will step up marketing efforts that aim to not only bolster recognition of the ‘Dynasty’ brand nationally, but also globally as well as appreciation for all of its wines.”

Dynasty wines honored at “First Decanter Asia Wine Awards”



From left to right in the above picture:

Wine Name	Type	Medal	Introduction
Dynasty Wisdom Noble Merlot	Red	Bronze	This prestigious Merlot and Cabernet Sauvignon was kept in fine French oak barrels. With a mature fruit aroma, this richly flavored, harmonious wine leaves a memorable aftertaste.
Dynasty Muscat Sparkling Wine	Sparkling	Bronze	Harvested from one of the Hangu vineyards in Tianjin. Characteristics are pale lemon and crystal clear with a scent of honey, lime and lychee. The acidity is gentle, balanced by the medium sweet character of this highly aromatic wine. A perfect complement to light desserts.
Dynasty Chardonnay Reserve 2010	White	Commended	In a pale lemon color, the wine has an off-dry and light to medium body producing hints of green apple and ginger on the palate. The wine also emits an aroma that has hints of peach, pear, citrus fruit and almond. It is the perfect accompaniment to seafood dishes.
Dynasty Medium Dry White Wine	White	Commended	A medium dry white wine made predominantly from Muscat, its scent is reminiscent of honey complemented by citrus fruits and floral notes. The palate is harmonious and layered. The finish is dry for a light body, leaving a very pleasant impression in the mouth. It suggests a flowery first approach for those who like an aperitif with a sweeter note.

About Dynasty Fine Wines Group Limited

Founded in 1980, Dynasty is the premier grape 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 produces and sells more than 100 grape wine products as well as markets 420 imported ones, providing customers across all consumer strata in the PRC with high quality products offering excellent value for money. Dynasty wines have been included 13 times on the list of Best Selling Grape Wines in China published by the China Industry and Enterprise Information Centre between 1997 and 2011. Since 2009, Dynasty has won many industry and capital market awards including:

Year	Awards
2009	- The Credible Enterprise of China Accreditation for 2010-2012 - <i>The Asset</i> magazine "The Asset Triple A – China's Most Promising Companies"
2010	- <i>China Wine</i> magazine "The Most Innovative and Competitive Brand in China's Liquor Industry" - The China General Chamber of Commerce "Top Ten Greatest Satisfaction Brands (Industry) in China"
2011	- <i>The Asset</i> magazine "The Asset Triple A – China's Most Promising Companies" - The China General Chamber of Commerce "Top Ten Greatest Satisfaction Brands (Industry) in China" - "Chinese Listed Companies with the Most Influential Brand Overseas" in the 2011 China Securities Golden Bauhinia Award - The bronze award under the tasting category "Cabernet Sauvignon – 2005" in the 2011 Cathay Pacific Hong Kong International Wine and Spirits Competition
2012	- Four Dynasty wines were honored at the first "Decanter Asia Wine Awards" winning the Bronze and Commanded medals

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

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