

[Press release]



Dynasty Retains *metroBox*'s Prime Awards for the Best Brand Enterprise in Greater China
"Best Fine Wine Enterprise in Greater China"

(Hong Kong, 28 March 2013) – Dynasty Fine Wines Group Limited ("Dynasty" or the "Group") (Stock Code: 828), a premier winemaker in China, has announced that it has retained the honour of "Best Fine Wine Enterprise in Greater China" in the "Prime Awards for the Best Brand Enterprise in Great China" organised by *metroBox* magazine. This award also won by the Group last year, recognises Dynasty's high brand awareness, effective brand management and excellent service quality in Greater China.

With a history of seven years, criteria for this award include a company's reputation, product and service quality, business achievements, corporate perception and corporate social responsibility activities, brand characteristics and corporate innovations. Winners are selected in 12 industry categories and are seen as benchmarks by other companies in terms of outstanding brand management.

Since its establishment in 1980, the Group has been dedicated to improving the quality of its wines, and optimising its product portfolio based on market preferences, so as to seize the huge potential opportunities in the Greater China market. Meanwhile, by actively participating in various international wine events, the Group has helped introduce Chinese wine brands to the rest of the world and has become one of the most renowned enterprises in Greater China's fine wine industry.

Mr Bai Zhisheng, Chairman of Dynasty, said, "To advance with the times and constantly strive for perfection is Dynasty's philosophy in pursuing excellence. Dynasty is the only wine maker to win the 'Prime Awards for the Best Brand Enterprise in Greater China', which is recognition from consumers and the market of our brand building efforts over the years as well as a confirmation of the Group's distinguished position in terms of both products and services. Dynasty intends to continuously capture opportunities presented by the flourishing wine industry in

Greater China, in order to advance branding by a word-of-mouth reputation in order to become the favourite fine wine brand for consumers."



This year marks the seventh year of the Prime Awards for the Best Enterprise in Greater China organised by metroBox, recognising enterprises in Greater China with outstanding performance in brand building and quality of service



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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 2012. During recent years, Dynasty has won many industry and capital market awards included in the chart below.

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 taste category "Cabernet Sauvignon - 2005" in the 2011 Cathay Pacific Hong Kong International Wine & Spirit Competition
2012	- Four Dynasty wines were honored at the first "Decanter Asia Wine Awards" winning two Bronze and two Commendation medals - Two Dynasty wines were awarded as Best Wine from China and with the Silver Award under the taste category "Merlot - Ningxia - 2010-2002" respectively at the 2012 Cathay Pacific Hong Kong International Wine & Spirit Competition - Dynasty garnered the metroBox's "Prime Awards for the Best Brand Enterprise in Greater China 2012"

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

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