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**WINERY EXCHANGE LAYS DOWN INTERNATIONAL ROOTS**  
-Opens New London Office-

NOVATO, CA, March 15, 2011: Winery Exchange expands international presence with a new London office. Established in January 2011, it will serve as the hub of Winery Exchange business in Europe. The international office will provide improved customer service and strengthen its business in the UK market, as well as explore opportunities in other European markets.

“We are excited about the UK market and the opportunities it presents for our business model,” said Dan Irving International Managing Director. “The combination of our global sourcing and strong branding capabilities across multiple categories enables us to quickly respond to product trends while maintaining the cost competitiveness and high levels of customer service that this market demands.”

Concurrent with the launch of the International office, Winery Exchange also announces the employment of two seasoned sales personnel dedicated to the UK market. Mike Bentley and Rufus Weston (both previously with Fosters and Enotria) have joined Winery Exchange as Directors to run the commercial team. Their professionalism and extensive experience in the industry give Winery Exchange the edge in this competitive arena.

Winery Exchange has a proven track record of success in the UK. In 2006, the company launched the Ogio wine brand in partnership with Tesco UK. Since then, Ogio has shown tremendous success. The Ogio brand boasts annual case sales of more than 1.5 million and added six new varietals in the last year. Additionally, the Frenchhouse wine brand has proven to be a shining star for Winery Exchange in the UK, successfully selling at retailer Coop.

Winery Exchange is the only full-service, corporate brand, beverage alcohol company that sources beer, wine and spirits from the finest regions worldwide. The company was founded with the intent of blending extensive industry expertise with cutting-edge business practices. The result is a dynamic, fast-growing company poised to take advantage of new trends in the beverage alcohol industry.

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