

Press Release—October 11, 2007

Novato, CA

The D. E. Shaw group, a global investment management firm, has invested \$5 million in equity in Winery Exchange, Inc., a market leading producer of private label and innovative national brand alcohol beverages.

Founded in 1999, Winery Exchange sources, creates, develops and produces dynamic brands from the finest beer, spirit and wine producing regions of the world. Its award winning brands are sold to retailers as private labels. In addition, Winery Exchange also produces beer, wine and premium spirits brands and markets them nationally through a network of wholesalers.

Winery Exchange currently:

- Supplies over 330 different products to retailers and consumers globally
- Produces product in 22 countries on 5 different continents
- Ships product to 9 countries across North America, Asia, Europe and Australia

The D. E. Shaw group is a global investment and technology development firm with more than 1,300 employees; approximately \$33 billion in aggregate investment capital as of October 1, 2007; and offices in North America, Europe, and Asia. Since its organization in 1988, the firm has earned an international reputation for financial innovation, technological leadership, and an extraordinarily distinguished staff.

The firm has a significant presence in many of the world's capital markets, investing in a wide range of companies and financial instruments within both the major industrialized nations and a number of emerging markets. Its activities range from the deployment of investment strategies based on either mathematical models or human expertise to the acquisition of existing companies and the financing or development of new ones.

Andre Turenne, a senior vice president of D. E. Shaw & Co, L.P. and an executive of the D. E. Shaw group's venture capital unit, said of the investment, "We believe Winery Exchange has strong management and a demonstrated ability to creatively capitalize on the fast growth in demand for both premium products and private labels in the beverage alcohol sector."

Peter Byck, Co-Founder, President & CEO of Winery Exchange, said, "Winery Exchange has big plans for the future, and when we decided to raise additional equity capital we were pleased to have the opportunity to bring the folks at the D. E. Shaw group on board, as we feel they will provide immense strength, a long-term perspective, and great counsel for our company going forward."

John Crean, Co-Founder, CFO & VP Business Development of Winery Exchange, said, "The D. E. Shaw group represents the best of the best in the investing world. Their reputation speaks for itself, and we are proud to have embarked on our partnership with them."

[www.wineryexchange.com](http://www.wineryexchange.com)

[www.deshaw.com](http://www.deshaw.com)

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