



Press contact: Gillett Johnson T: 925.283.9460, C: 415.305.8622 or Gillett@internationalvines.net

Famed McLaren Vale Winery WIRRA WIRRA returns to the USA

International Vines, Inc. to manage effort

CALIFORNIA Monday August 4, 2008 - Wirra Wirra, one of Australia's first and most prestigious wineries is finally returning to the USA and they have selected W. Gillett Johnson of International Vines, Inc. to reintroduce the brand into the world's largest wine market.

Wirra Wirra, which means "*among the gum (eucalypt) trees*" in native Aboriginal dialect, has been busy preparing for this launch with new varietal blends, revised packaging, and a laser focus on wine quality.

As Managing Director Andrew Kay states, "Our domestic Australian sales have never been stronger, so the time is right to focus our attention on the most important export market in the world, the United States."

"We have selected Gillett Johnson of International Vines, Inc. to guide our marketing and public relations efforts in the USA. With nearly two decades of experience in the USA wine trade, Gillett has a demonstrated history of building Australian wine brands and it's great to welcome another wine evangelist to the Wirra Wirra global team," said Mr Kay.

Wirra Wirra has been showered with accolades and acknowledgements for innovative practices since its' founding in 1894. Most recently, Senior Winemaker Samantha Connew was awarded "2007 Red Winemaker of the Year" by the International Wine Challenge in the UK, and her wines are receiving 90+ point ratings from influential publications across the USA, UK and Australia.

The range launches this month with the label that made Wirra Wirra famous. "Church Block" - a classic blend of Cabernet Sauvignon, Shiraz and Merlot – produced by the winery since 1972 and now Australia's #1 selling prestige red wine over \$20AUD*.

Church Block will be joined by other ultra-premium McLaren Vale offerings including Woodhenge Shiraz, Catapult Shiraz Viognier and the eponymous RSW Shiraz, named in honor of the winery's founder, Robert Strangways Wigley.

Wines will be available at premium restaurants and select specialty wine stores from August 2008 for between \$18 and \$60 per bottle.

* Source: Nielsen Scan Track 52 week 05/31/08

The Wirra Wirra Winery was established in 1894 by Robert Strangways Wigley (RSW). In 1969 the winery, by then virtually a derelict building and the surrounding seven acres were bought by cousins Greg and Roger Trott and the Wirra Wirra renaissance had begun. Today Wirra Wirra Vineyards is one of Australia's leading wineries with a reputation for intense, beautifully crafted red wines and expressive and fine whites. The Wirra Wirra ironstone cellars in McLaren Vale also features the Angelus – a ¾ tonne bell that is rung to signal the start of each vintage in the region and also to celebrate other noteworthy events. www.wirrawirra.com