



PROFILE WINE GROUP

World Wines and Spirits

BARRIQUE • VINVINO • DUCHASSE

Media Release

Toronto, March 25, 2008

Canadian Wine and Spirit Alliance Announced

The principals of VinVino Wine Merchants, Barrique Wine Imports and Du Chasse Wines and Spirits are pleased to announce a new corporate alliance under the branding Profile Wine Group.

With their diverse and highly regarded portfolios, the three agencies have established an acclaimed presence in the wine and spirits sector, and a loyal client base in the Ontario market in particular. Together, they represent more than 30 listed products at the LCBO, and a number of wines at Vintages outlets. In addition, they offer one of the largest selections of wines through the LCBO Specialty Services Private Ordering program.

The new branding follows on the termination of their 2005 association with Maison des Futailles of Montreal and their membership in Mondia Alliance. It represents an effort to bring improved clarity to the marketing of the three agencies, and to create new operational efficiencies and synergies in the marketing and sales of the combined product offering.

“We liked the name Profile because of the status we have gained with our customers as profilers of interesting and prestigious product,” said John Turco, President of VinVino Wine Merchants.

Said Frank Romantini, President of Barrique Wine Imports, “ We are very proud of our association with the LCBO, and it remains unchanged ... so too our passion for what we do, our focus on quality product, and our standard of customer service.”

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