

ROBERT OATLEY
VINEYARDS

September 2009

Robert Oatley Vineyards appoints Profile Wine Group as agent in Ontario

Robert Oatley Vineyards is pleased to announce that we have appointed Profile Wine Group as our exclusive agent in Ontario. As an agent dedicated to the Ontario market with a strong team of wine savvy, passionate professionals, we are confident they are the right partner to build our brand successfully in this market.

As Managing Director, Canada for Robert Oatley Vineyards, I will work closely with Profile Wine Group as an added market resource to guide and support the launch efforts.

Established in 2006, Robert Oatley Vineyards is the new family wine company of Bob Oatley – the man who began his wine career in the 1960's and quickly established a reputation as an innovative entrepreneurial wine man, creating labels and wine styles like Rosemount Estate that took the wine world by storm. For over three decades his wines developed an impressive pedigree – gracing the world's best wine lists and winning many of the highest accolades, whilst consistently topping sales in Australia, the UK, USA and Canada.

We believe our new wines represent the future of Australian wines. They reflect our dedication to regionality, varietal precision, palate texture, moderate alcohols and pure drinkability – what we like to identify as the “Modern Taste of Australia”.

Our tasting debut in Ontario will be on October 6, 2009 at the Liberty Grand at the Profile Wine Group annual portfolio tasting. For more information contact Profile Wine Group.

We are delighted to be re-entering the vibrant Canadian market this fall. We look forward to working and collaborating with our industry partners to make our launch successful.

If you wish to reach out to me for any reason please do so.

Sincerely,

Daphne Christie

Contact:

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Profile Wine Group

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