



KEN FORRESTER VINEYARDS APPOINTS CAPE CLASSICS AS SOLE USA IMPORTER

New York, NY, August 30, 2010 - Beginning October 1, Ken Forrester Wines will be imported into the USA exclusively by Cape Classics. Ken Forrester is recognized globally as one of South Africa's top wine producers and a driving force behind the Cape's quality Chenin Blanc revolution. The brand's three tiers of wines – the value "Petit" range, the "Ken Forrester" estate range, and the premium "Icon" range – will be available in all US markets.

The "Petit" range, consisting of a Chenin Blanc, a Pinotage, and a Cabernet/Merlot blend, consistently garners "best value" awards. The "Ken Forrester" range – a Chenin Blanc, a Sauvignon Blanc, a Shiraz/Grenache blend, and a Merlot grown in the sustainable, organically farmed estate vineyards – forms the heart of the brand. The "Icon" range includes the limited-production Forrester Meinert Chenin ("The FMC"), The Gypsy, and "T" Noble Late Harvest. With six consecutive vintages of 90+ Wine Spectator ratings, the benchmark FMC has earned a reputation as South Africa's finest example of old vines Chenin Blanc and is the highest scored South African white in the USA.

Ken Forrester Wines were imported into major US markets for over a decade by Boutique Wines. Approximately one third of the winery's production is dedicated to the US. Over the last three years, the label has seen annual growth of 30% and has become one of the most visible South African wine brands in the US market.

In partnering with Cape Classics, Forrester aims to use his significant US market experience and current growth momentum to continue to build his business as well as "Brand South Africa" in the US. "I simply believe that when the tide rises, so do all the boats in harbor, and I'm thrilled to be moored with Cape Classics, a very focused, purely South African operation. They are a great outfit and it's an honor to be with them," said Forrester.

According to Cape Classics COO Robert Bradshaw, "We have always respected Ken's sheer will to build the South African category in the US. His work ethic is relentless, and his reputation as an ambassador to the category is sterling. We are fortunate to have achieved his faith, and we are extremely proud to partner with Ken to represent his world class wines." With the addition of Ken Forrester Vineyards to the portfolio, more than one third of all bottled wine from South Africa available in the US will now bear the Cape Classics seal.

About Ken Forrester Vineyards: Founded by hospitality industry veteran Ken Forrester in 1993, Ken Forrester Vineyards is set on a historic 1689 wine farm at the foot of the Helderberg Mountains in Stellenbosch, South Africa. Ken Forrester's philosophy is to create a range of handcrafted, individually made wines that complement a wide variety of food styles. His collection of wines has received numerous awards and accolades internationally, and years on the road have created something of a "larger than life" reputation for Ken as well.

About Cape Classics: Established by CEO André Shearer in 1991, with a mission of bringing the crème de la crème of South Africa's then-fledgling wine industry to the American market, Cape Classics proudly represents 21 of the Cape's finest estates and labels. With a focus solely on South African wine, the company remains committed to providing a unique range of selections that are exciting and delicious and that offer outstanding value.

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