



CAPE CLASSICS PARTNERS WITH NEW DISTRIBUTORS IN KEY MARKETS

Young's Columbia handling WA and OR; Winebow appointed in IL and PA

New York, NY, August 9, 2010 – Cape Classics, importer of South African wine, is pleased to announce the appointment of new distributors in several key markets.

Young's Columbia – a joint venture between Columbia Distributing and California-based Young's Market Company – was named the exclusive distributor of the complete line of Cape Classics brands in the states of Washington and Oregon, effective July 1, 2010. "Young's has proven to be a great advocate for South African wines in California with Cape Classics. Based on our recent successes together, it makes great sense for us to carry that momentum to the Pacific Northwest," said Robert Bradshaw, Cape Classics Chief Operating Officer.

According to Young's Columbia Executive Vice President Chris Sarles, "Young's Columbia is excited to form a partnership with Cape Classics in the Oregon and Washington markets. We have watched the development of the South African category and wanted to find the right partner that would bring us the country's finest products across a range of prices."

New Jersey-based importer and wholesaler Winebow, who recently expanded operations into Illinois, has been appointed to exclusively distribute the Cape Classics portfolio in that state as well as in Pennsylvania. "We are incredibly proud to partner with Winebow. Between their sheer enthusiasm for brand South Africa and their sterling reputation in the industry, this could not be a better fit," remarked Bradshaw. The Winebow Illinois partnership began on August 1, 2010, and Winebow Pennsylvania will take over distribution of the Cape Classics portfolio on September 1, 2010.

Richard Driscoll, Executive Vice President of Winebow, noted that "Cape Classics is unquestionably the finest and most respected importer of South African wine in the United States, and we are flattered by their decision to entrust their stellar portfolio to our new Illinois distributorship. The Cape Classics selections are exactly the type of wines that our customers appreciate – meticulously crafted, elegant expressions of unique terroirs – and they are also great values!"

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 18 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. Nearly 25% of all bottled wine from South Africa available in the US bears the Cape Classics seal.

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Contact:

Molly Choi

Senior Vice President | Cape Classics

molly@capeclassics.com

(212) 686-1300