

CHATEAU LAGREZETTE



U.S. LAUNCH OF THE ORIGINAL MALBEC

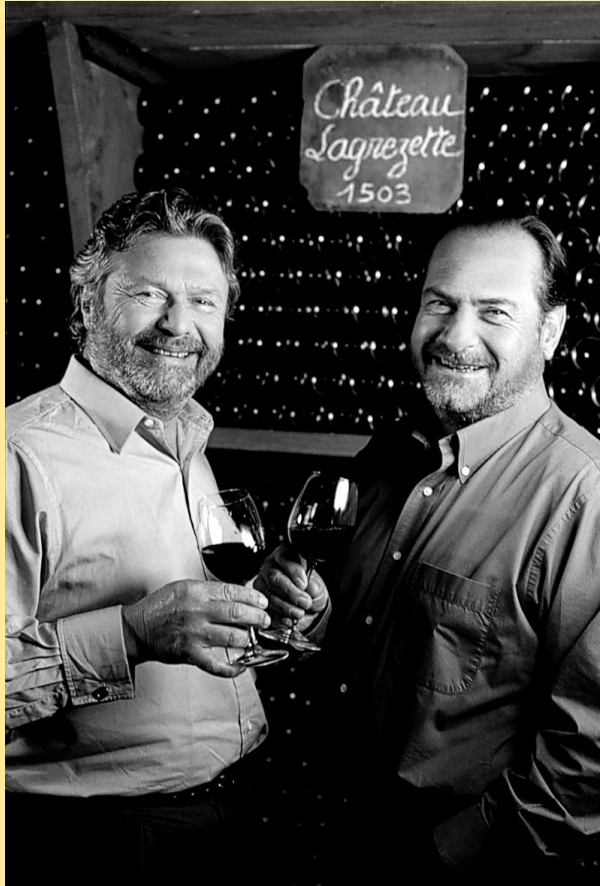
(July 21, 2011) Miami, FL - The Other Wines and Spirits (OWS) and Alain Dominique Perrin, owner of Chateau Lagrézette, are pleased to announce the launch of their national partnership. Starting this summer, **Purple**, an exciting new Malbec by Chateau Lagrézette, will be introduced to markets stateside. **Chateau Lagrézette**, a luxury wine of the estate - will debut as well - with the introduction of the elegant 2006 vintage.

A globally renowned brand, Chateau Lagrézette sets the gold standard for French Malbec.



history of Malbec cultivation that dates back to the 15th century, making it the oldest Malbec grapes, the estate is owned by entrepreneur and contemporary art collector, Dominique Perrin. The chateau, a listed historical monument since 1982, was purchased in 1997 by Dominique Perrin - internationally known as the creative force behind the iconic *Must* brand and the first to have defined the idea of "modern luxury". Passionately committed to the finest French Malbecs, Mr. Perrin has transformed Lagrézette from an understated estate to a world-class property - producing a wide range of voluptuous red wines - flagship Purple and luxury Chateau Lagrézette.

Learn more about our newest acquisition. Chateau Lagrézette is a historic brand with over 500 years of winemaking experience and Purple is the latest jewel in the Lagrézette crown. We are not just a wine - but a piece of history" said Hubert Surville, President and CEO of OWS.

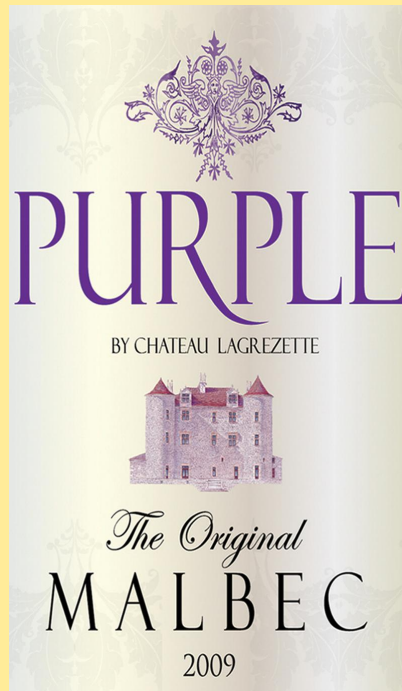


Alain Dominique Perrin and Michel Rolland

Alain Perrin and Michel Rolland, the internationally acclaimed French enologist, wholeheartedly devote their talents to the service of the vineyard and the wine. The wines of Lagrézette mark the revival of the Cahors appellation - which has rightfully taken its place as one of the great appellations of France.

Introducing Purple and Chateau Lagrézette to U.S. markets this month.

The Chateau Lagrézette Line



PURPLE

y Chateau Lagrézette (13% Alc./Vol.): From 15-year-old vines, this is a smooth, with plush black fruits and rich tannins. Fruit forward, medium-bodied and well-balanced. Purple defines the modern expression of Malbec. An affordable luxury, the suggested retail price of: \$14.99.

LAGREZETTE (13.5% Alc./Vol.): Chateau Lagrézette is an intensely elegant wine from 15-year-old estate vines. Benefiting from a separate vinification of each Malbec vineyard, the different lots are assembled after 18 to 20 months of aging in new French oak barrels. With soft touches of wood and dense berry fruit aromas, Chateau Lagrézette is a true *vin de garde* possessing a cellaring potential of 25 years plus. With every vintage, a different expression of the Lagrézette castle is captured on the wine label by a talented French artist. For the 2006 vintage, the suggested retail price for the 2006 Chateau Lagrézette is: \$45.00.



LAGREZETTE 2006

For further information on the wines of Chateau Lagr ezette,
please visit - www.chateau-lagrezette.tm.fr

For further information on OWS, please visit - www.ows-winespirits.com



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LAGREZETTE Captured by the Lens of
Marc Dantan

500 YEARS OF MALBEC PASSION