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**McG U I G A N S I M E O N W I N E S L I M I T E D**  
**ASX ANNOUNCEMENT AND PRESS RELEASE**

**McGuigan Simeon appoints new Managing Director**

**Sydney, February 9** - McGuigan Simeon Wines Ltd has appointed Dane Hudson as Managing Director effective March 1.

Mr Hudson will also join the Board of McGuigan Simeon Wines.

An Australian, Dane Hudson, was Senior Vice President and International Chief Finance, Development and Procurement Officer for the world's largest restaurant company, Yum Brands Inc. Originally a division of PepsiCo, the company now ranks 249<sup>th</sup> on the Fortune 500 list. Its primary brands include KFC, Pizza Hut and Taco Bell. The International Division, based in Dallas, Texas, has revenue in excess of USD\$3 billion from its over 13,000 outlets in more than 100 countries outside of the USA.

Mr Hudson replaces McGuigan founder Brian McGuigan who remains on the board and will continue to be involved in a number of ongoing projects.

McGuigan chairman David Clarke said that Dane's successful track record in fast moving consumer goods internationally, together with his broad management experience, made him the ideal candidate to succeed Brian.

"Brian has created Australia's second largest listed wine company from scratch over the past 14 years. McGuigan now has sales of \$380 million a year and markets in more than 20 countries.

"Dane's background and experience is what is needed to help take McGuigan Simeon to the next stage of its growth.

Brian McGuigan said that he had met with all the candidates. "Dane stood out as the person with the right combination of skills and personality for the job," he said.

"I look forward to working with Dane during the hand over period and to assisting him in anyway possible."

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