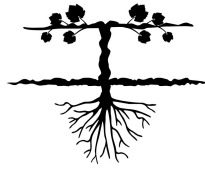


McG U I G A N
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18 July 2007

McGUIGAN SIMEON WINES SET TO STRENGTHEN GROWTH IN EUROPE

NEW DISTRIBUTION PARTNERSHIP ANNOUNCED IN HOLLAND

Continuing their aggressive drive across Europe, leading Australian wine producer McGuigan Simeon Wines today confirms a new strategic partnership with Holland's second largest wine importer/distributor, Groupe LFE.

McGuigan Simeon has seen double digit growth for its European sales over the last two years. This latest development clearly reinforces the company's stated two-pronged strategy, to grow its branded portfolio and its international business.

The Dutch Groupe LFE company, owned by Castel, currently sells over 250,000 cases of Australian wine in Holland each year and will exclusively distribute Tempus Two in the on-trade and other McGuigan brands in the off-trade. Effective 1st October 2007, McGuigan will be the only Australian brand distributed by the company.

"The partnership between our group and the strong focus on quality and innovation of McGuigan Simeon will provide us with exciting new opportunities to further increase and strengthen our market position in the Australian category," says Ben Slaghekke, Commercial Director of Group LFE

With one of the strongest sales development teams in the country, Groupe LFE hope to capitalise on the country's steadily increasing wine market, where consumption has increased to over 20 litres per capita over the last decade.

Dane Hudson, McGuigan Simeon's CEO, said: "Holland, with its growing wine consumption and thirst for new world wines, has significant potential for a fast-growing brand such as McGuigan.

"We are excited to have joined forces with such a dynamic, forward-thinking organisation and look forward to establishing and cementing our brands in this market", Hudson added.

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