

INTERNATIONAL WINE ASSOCIATES

MERGERS & ACQUISITIONS—CORPORATE FINANCE—PLANNING—VINEYARD BROKERS

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Press Release

FOR IMMEDIATE RELEASE

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INTERNATIONAL WINE ASSOCIATES ADVISES HANGAR ONE VODKA IN A SALE TO A U.S. SUBSIDIARY OF JOSE CUERVO

Healdsburg, California – 25 May, 2010 – Robert Nicholson, the principal of International Wine Associates, the mergers and acquisitions advisory firm that specializes in the liquor and wine industry, announced that IWA served as exclusive advisors to the owners of Hangar One vodka, the leading brand of American craft distilled vodka, and initiated the sale of the trademark and distribution rights to Proximo Spirits, a U.S. subsidiary of Jose Cuervo.

Terms of the transaction were not disclosed.

About IWA

Incorporated in 1990, IWA is the leader in liquor and wine industry mergers and acquisitions that provides transaction advisory services to the leaders of liquor and wine industry clients on a worldwide basis. Over the years IWA has been retained by a number of multinational companies, family owned businesses and leading banks and has initiated, advised on and structured various prominent transactions and joint ventures in the U.S. and overseas with a combined value of over US \$950 million. In addition to the sale of Hangar One vodka, IWA transactions have included amongst others the \$ 200+ million sale of certain California and Pacific Northwest wine brands and assets for Constellation Brands in 2008, the 2006 sale of Bonny Doon Vineyard's *Big House* brand to The Wine Group, Cline Cellars' sale of the *Red Truck* California wine brand in 2005, the 2003 sale of Wild Horse Winery to Fortune Brands, the 2001 Hogue Cellars sale to Vincor, Fortune's acquisition of Geyser Peak Winery in 1998, the 1995 Errazuriz *Caliterra* joint-venture with Robert Mondavi and Heublein's 1993 sale of *The Greystone* building in the Napa Valley to The Culinary Institute of America.

For more information call Robert Nicholson at 707/433-8122 or visit www.intlwine.com.

