



Misha's Vineyard Launches Wines in Australia

BENDIGO, Central Otago, New Zealand, 16 March 2010. Misha's Vineyard today announces a new partnership in Australia with Quality Estate Distributors (Victoria), known as QED (Victoria), who will distribute the Misha's Vineyard highly acclaimed range of wines across Victoria, South Australia and Tasmania, with a focus on restaurants and specialised retailers.

"The demand for Central Otago Pinot Noir is strong in the south-eastern states of Australia but sommeliers are also looking for something different" said Mark Davis, owner of QED (Victoria). "The range of premium wines from Misha's Vineyard not only includes some very impressive Pinot Noir but also aromatic white varieties which we're sure will have the on-premise trade very excited."

Misha's Vineyard has garnered impressive accolades since their trial 2007 Pinot Noir aptly named "The Audition". In November last year, commercial volumes of their latest range of wines were released in New Zealand, Japan, Hong Kong and Singapore through newly appointed distributors and these wines have earned some of Central Otago's highest ratings.

Describing Misha's Vineyard as "already proving to be one of Central Otago's great wine producers", Bob Campbell MW awarded their 2008 Estate and Reserve Pinot Noir 90 and 93 points and their two styles of 2009 Riesling also at 90 and 93 points. He also scored their Central Otago grown Sauvignon Blanc and Pinot Gris at 92 and 93 points respectively, which are the highest rankings he has ever given these varieties from the Central Otago region.

"Getting accolades like these are a great tribute to our wonderful winemaker Olly Masters, the exceptional vineyard site and team we have at Bendigo, and the 'no compromise' philosophy that goes across everything we do" said Misha Wilkinson, co-owner of Misha's Vineyard.

"But building a great brand requires consistency and a lot of hard work so we need to stay focussed and work with our distributors in the markets we have established and continue to expand our distribution footprint over the course of this year" she added.

The range of Misha's Vineyard wines that are now available through QED (Victoria) are:

- Misha's Vineyard "The High Note" Pinot Noir 2008
- Impromptu by Misha's Vineyard, Pinot Noir 2008
- Misha's Vineyard "Lyric" Riesling 2009
- Misha's Vineyard "Dress Circle" Pinot Gris 2009
- Misha's Vineyard "The Gallery" Gewurztraminer 2009

-- ends --



For further information please contact:

Misha's Vineyard Wines Limited

Misha Wilkinson Tel: +65 98285735 (Singapore) or misha@mishasvineyard.com

Quality Estate Distributors (Victoria) P/L

Mark Davis Tel: +61 413 125 333 Fax: +61 3 9646 2612
Orders: markd@qedwines.com.au or +0413 125 333

About Misha's Vineyard Wines Limited

Misha's Vineyard is located on one of the most spectacular sites in New Zealand at the edge of Lake Dunstan in the Bendigo sub-region of Central Otago. The sun drenched north-west facing terraces of the 57 hectare (140 acres) estate provide the optimal conditions for producing world-class Pinot Noir and a range of aromatic white varieties. The 'no compromise' philosophy behind Misha's Vineyard wines require an exacting viticulture regime, hand-picking and considerate winemaking methodologies. Under internationally renowned winemaker Olly Masters, the highly anticipated range of Misha's Vineyard wines won critical acclaim from their launch in 2008.

About Quality Estate Distributors (Victoria) Pty Ltd

Established for over 10 years, QED is a very familiar name in the wine trade in Australia. More recently the company has undergone changes in structure and ownership with QED (Victoria) now solely owned by Mark Davis. With experience in retail stores, national sales management for a large wine company and wholesale wine sales for the past eighteen years, Mark has built an impressive portfolio of wine brands and clients which includes top restaurants, independent retail stores and larger liquor chains across South East Australia.

Bob Campbell Ratings of Misha's Vineyard wines at www.bobswinereviews.com

| | |
|---|-----------|
| Misha's Vineyard "The Starlet" Central Otago NZ Sauvignon Blanc 2009 | 92 points |
| Misha's Vineyard "Lyric" Central Otago NZ Riesling 2009 | 90 points |
| Misha's Vineyard "Limelight" Central Otago NZ Riesling 2009 | 93 points |
| Misha's Vineyard "Dress Circle" Central Otago NZ Pinot Gris 2009 | 93 points |
| Misha's Vineyard "The Gallery" Central Otago NZ Gewurztraminer 2008 | 90 points |
| Misha's Vineyard "The High Note" Central Otago Pinot Noir 2008 | 90 points |
| Misha's Vineyard "Verismo" Central Otago Pinot Noir 2008 (not released yet) | 93 points |

(Note: Listing of wines at 90 points & above)