

DUNN ROBBINS

Fernando Farré named Managing Director, WINES OF ARGENTINA

For immediate release

New York, NY, September 15, 2005....Roberto Luka, President of Wines of Argentina, announced the appointment of Fernando Farré as the new Managing Director for Wines of Argentina.

Mr. Farré, a native of Buenos Aires, has an extensive marketing and sales background, and has spent the past 14 years promoting some of the world's top global brands, including Carrefour, Coca-Cola, L'Oréal and Ralph Lauren Fragrances. A Fulbright Scholar, he received his MBA from Thunderbird, the Garvin School of International Management, after earning a Business Administration and Accounting Degree from Universidad Católica Argentina. He later also received a degree in the Wine Management Program at the Management School of Business in Buenos Aires and Mendoza. He serves on the local Fulbright Scholarship Committee, the Thunderbird Latin American Council, and the Argentine Marketing Association.



"We consciously chose a candidate who comes from outside the wine industry," commented President Roberto Luka, "since we feel he will bring wide-ranging experience as well as a fresh perspective to the strategic planning that lies ahead for Wines of Argentina." As for Mr. Farré, his goal centers on "implementing a campaign to place Argentina squarely on the world's wine stage, establishing it as one of the richest sources for a wide variety of high quality and competitively priced wines in the world today."

Wines of Argentina, founded in 1995, is a consortium of 90 different wineries from all of Argentina's main wine-producing regions. It is funded by the wineries themselves and the Dept. of Foreign Relations, Commerce and Culture. Their objective is to advance the cause of Argentine wines throughout the world, increasing awareness, distribution and sales.

Mr. Farré will be present at Wines of Argentina's New York Grand Tasting, which takes place on October 5th at Cipriani 23rd Street in NYC. This tasting will feature the wines of 60 member wineries, including two communal tables with a cross-section of unique Argentine wines: Malbecs, the country's signature varietal, and "Winemakers Selections." To schedule an interview with Mr. Farré, or to attend this exciting annual press and trade tasting, please contact the number below.

***For more information, contact Aileen Robbins at The Dunn Robbins Group
arobbins@dunnrobbinsgroup.com or call (212) 929-7700***

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1123 BROADWAY Suite 1007

NEW YORK, NY 10010

212 929 7700