



LEGENDARY WOMAN WINEMAKER ELECTED PRESIDENT OF WINES OF ARGENTINA

New York, NY, March 21, 2006... Wines of Argentina is pleased to announce the appointment of Susana Balbo as its new President. Founded in 1995, Wines of Argentina represents the majority of all its country's exporting wineries, and is funded exclusively by the wineries themselves. The organization's mission is to promote Argentine wines throughout the world, increasing distribution and sales.

There are very few winemakers in Argentina, or indeed anywhere in the world, who have a more respected reputation than Susana Balbo.

Born in Mendoza to a vine-growing family of Italian descent, Susana graduated first in her class with a Master's Degree in Enology from Universidad J.A. Maza in Mendoza. Overcoming obstacles faced because of both her youth and gender, Susana's first job was with Sucesión Michel Torino in Salta, where she worked for nine years. During that time she challenged many of the existing winemaking traditions, developing a new winemaking system for Torrontés that is still used today, and winning the respect and admiration of her fellow winemakers. Throughout the '90s, Susana served as a Wine Consultant for Chilean, Spanish and Italian wine companies investing in Argentina, including Villa Atuel S.A., Gonzalez Byass (Spain), Catena and Viña Manquehue (Chile).

In 1999, Susana founded the Dominio del Plata Winery with her husband, Pedro Marchevsky, a highly respected viticulturalist in his own right. Dominio del Plata produces three award-winning brands: BenMarco, Susana Balbo and Crios. Through their knowledge and passion for wine and the region, Dominio Del Plata has become one of the most progressive and important wineries in Argentina.

Wines of Argentina is honored to have this extraordinary woman, with her unique vision, passion and experience, serve as President.

***For more information, contact Fernando Farré, Managing Director,
Wines of Argentina, at ffarre@winesofargentina.org.***