

For Immediate Release

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Two Leading Wine Families Unite Their Destinies in the South of France: Boisset, La Famille des Grands Vins adds the Skalli family of wines in the Rhône Valley and Languedoc to its collection.

November 23, 2011: Boisset La Famille des Grands Vins and Skalli Wines have concluded the sale of the Skalli winery and brands in the Languedoc and Rhône Valley to Boisset.

The two families have been friends since the early 1980s: their paths first crossed when Boisset sold a family vineyard in California's Napa Valley to Skalli. Given their mutual admiration since that time, the Skalli family turned to Boisset to continue forward their vision for the Skalli wineries in southern France as the two families share common values essential to the success they each have achieved in their respective areas: strong family history and commitment to the *terroir*.

Robert Skalli says: "I am very glad it's Boisset who will perpetuate and continue the spirit of the Skalli family; Boisset understands and will continue the quality of the wines and the partnerships that we have established for years. I am delighted that they, too, are a wine family actively involved in wine, in wine quality, and willing to grow the Skalli reputation worldwide. I am very confident in the future that I put into their hands."

Jean-Charles Boisset adds: "We are honored to continue the wonderful work of the Skalli family, whose amazing presence, energy and passion defined exceptional quality wines from the Languedoc, and to also strengthen our presence in the Rhône Valley. We will continue to develop the known expertise and recognized dedication to high quality wines that the Skalli family has established, and are very pleased that it remains a family affair. Further, we are genuinely delighted to welcome new partners around the world through the Skalli family network, and to bolster our international presence. In short, we are proud to be 'descendants' of the Skalli family!"

For Boisset, the vision of the Skalli family in the South of France ideally aligns with the approach it has taken to establish itself in the heart of prestigious *terroirs*. The Skalli family, since 1920, has earned international recognition for its pioneering work proving the immense potential for quality in southern France, and for the diversity and originality of its portfolio.

The Skalli wines find a perfect home in the Boisset family of wineries, whose strong international presence for French wines will be further strengthened, particularly with the Languedoc and the Rhône Valley representing the leading production areas in France with a quality reputation that continues to progress year after year.

Boisset coined the term "*viniculteur*" to define its expertise in maintaining a strong control of quality in the vineyards, both in its own vineyards as well as through very close partnerships between its team of *viniculteurs* and growers that work hand-in-hand to ensure quality and the respect of each site in the winemaking

process. This same philosophy has guided the hand of Skalli, which has for over 20 years been building partnerships with dedicated winegrowers to guarantee the quality of its wines. For both families, this strong commitment has earned remarkable recognition for quality every year.

The addition of a physical presence for Boisset in the south of France will build even stronger partnerships for distribution in world markets including France, England, Germany, Canada, Japan and China.

Skalli embraced the opportunity to grow closer as a family friend to Boisset and sustain their unique family history with another family deeply entwined in the wine world. Both share an emotional and economic dynamism that characterizes their presence in the wine world, and both share a global outlook that begins in France and has extended into wineries in the United States and markets the world over.

Boisset's purchase does not include the Skalli family's St. Supery winery in California's Napa Valley.

About Boisset Family Estates

Boisset Family Estates is a family-owned producer and importer of fine wines founded in Burgundy, France in 1961. Boisset's collection of more than twenty historical and unique wineries boast leading positions in the world's pre-eminent terroirs, including Burgundy, Beaujolais, the Rhône Valley, the South of France, Canada, and California's Russian River Valley, Napa Valley, Sonoma County and Monterey. One of the world's foremost producers of Pinot Noir and principal proponents of organic and Biodynamic® viticulture, Boisset crafts fine wines with a strict terroir approach: each house in its family of wineries has a unique history, identity, and style, yet all are united in the pursuit of superior quality. To learn more about the Boisset Family Estates collection, please visit www.boissetfamilyestates.com.

The latest events:

November 2011: Acquisition of Lockwood Vineyard in Monterey, California
October 2011: Raymond named "Best Experience (Beyond Tasting)" by Sunset Magazine
Summer 2011: Opening of the renovated Raymond Vineyards - Napa
April 2011: Acquisition of Buena Vista Winery, California's first premium winery
March 2011: Louis Bouillot: Sparkling Trophy - International Vinalies
Summer 2011: Gold Medal Grand Beaune 1er Cru 2009 Jean-Claude Boisset - Mondial du Pinot Black
Summer 2010: Opening Sacrée Vigne, Nuits-Saint-Georges
2010: Pierre Vincent: Best Pinot Noir winemaker in the world - International Wine Challenge
2009: Gregory Patriat: Best Young Winemaker
September 2009: Acquisition Maison Antonin Rodet, Mercurey
March 2009: Sale of the Boisset spirits portfolio
2008: Ropiteau Frères Meursault: Grand Gold & Best White Wine - Concours Mondial de Bruxelles

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