

For Immediate Release

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***LAIRD & COMPANY IMPORTS NEW PRODUCTS FROM VALDIVIESO  
Expanded Line Supported With New Packaging and Ad Campaign***

Scobeyville, NJ, October 21, 2004 – Laird & Company, America’s oldest licensed distiller and importer of distinctive wines from around the world, has added several new products from the stellar Chilean producer Valdivieso, which will be supported by new packaging at point of purchase and a dynamic new advertising campaign.

Long known for its sparkling product line, Valdivieso is introducing its Extra Sparkling Brut to the U.S. market via Laird. Established in 1879, Valdivieso was not only the first sparkling wine house in Chile, but also in all of Latin America. A market leader in Chile, Valdivieso Extra Brut is produced using the Champenoise method in the Lontue Valley in Curico, Chile. The wine is made from 60 percent Chardonnay and 40 percent Pinot Noir. It will retail for approximately \$10.99.

Laird has also introduced two varietals from Valdivieso’s Reserve range, a Shiraz and Viognier, which will retail for approximately \$12.99 each.

“The wines of Valdivieso’s reserve range combine the characteristics of low yield and high quality vineyards to attain a broad expression of each grape variety,” explained Tom Alberico, senior vice president, sales and marketing.

“After fermentation, these wines are aged in French and American oak barrels for different periods to reach the proper balance for each grape variety and style.”

Valdivieso has also revamped their product packaging in a manner that is clean, contemporary and eye-catching. “The new label designs will enhance product placement on both store shelves and on-premise,” comments Lisa Laird Dunn, vice president, public relations and advertising, Laird & Company.

Valdivieso's wines have won numerous medals recently including a gold medal from the Sydney International Wine Competition; a gold medal at the Japan Wine Challenge; two Tropheé Excellence and three Tropheé Prestige at Citadelles, France; three gold medals from Vinalies Internationales, France; one gold from Mondial de Bruxelles, Belgium; three silver medals from the International Wine & Spirit Competition; two gold medals from the Challenge International du Vin, France; two gold and one silver medal from Catador in Chile, and two gold and a "Best Bordeaux Blend" for its Caballo Loco No.6 from the International Wine Challenge.

The winery is determined to capitalize on its countless medals with a dynamic new advertising campaign that carries the tagline, "More Medals, Less Money", emphasizing Valdivieso's quality/value tradition.

Laird & Company currently imports other distinctive products from Valdivieso including a wide range of varietals, reserves and single vineyard wines. The company also imports the award winning Caballo Loco, which is a secret blend of the finest red grapes that Chile has to offer. Chosen as one of the top ten Chilean wines by Wine Enthusiast Magazine, these numbered bottles have quickly become collector's items.

The wines of Valdivieso are imported by Laird & Company, Scobeyville, NJ, America's oldest distiller. Laird & Company established its import division in 1995 and currently imports an impressive range of wines and spirits from around the world.

Among the many quality products represented in its portfolio are Moletto Pinot Grigio, Santa Sofia Amarone, Antonelli Sagrantino, Castello Vicchiomaggio Chiantis, Pietrafitta Vernaccia, Artic Vodka, Villa Massa Lemon Liqueur and Mazzetti Grappa.

For more information about the wines and spirits of Laird & Company's Import Division or the company's other fine products, contact 1-877-GET-LAIRD or visit their web site at [www.lairdandcompany.com](http://www.lairdandcompany.com).

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