

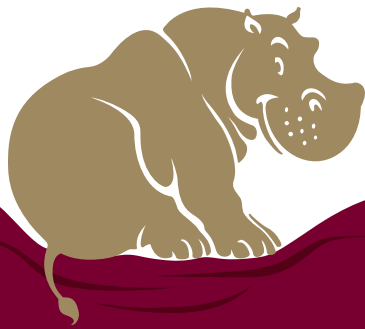
FAT *bastard's*

NEW PACKAGING

GOES ALL THE WAY

T O T H E

TOP!



NEW

NEW COLOR COORDINATED CAPSULES:

- Further increases shelf presence
- Match varietal carton and label colors
- Add visual interest
- Look sharp on display

FAT BASTARD CONTINUES TO LIVE LARGE:

- 3rd Largest French brand sold in the US
- #1 selling French Chardonnay, Shiraz, Cabernet Sauvignon in the US
- #2 selling French Merlot in the US
- #2 selling imported Merlot between \$9 - \$15
- Fastest Growing Imported Cabernet between \$9 - \$15
- #18 among all brands between \$8 - \$10 in US Grocery

Source: AC Nielsen, 12 weeks ending 05/05/07, 750 ml

