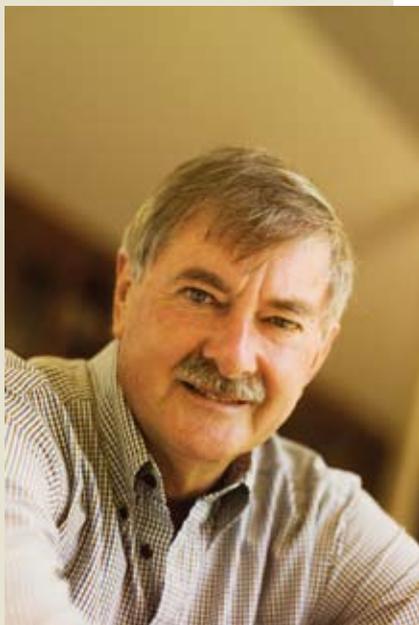


SANTA RITA APPOINTS BRIAN CROSER AS CONSULTING WINEMAKER

September, 2009 – Santa Rita, one of Chile’s premier and largest wine estates, is pleased to announce the official appointment of renowned enologist Brian Croser as consulting winemaker, effective September 1, 2009. Croser has a world-class reputation as a trailblazer on the global wine stage, and is widely credited with founding Australia’s fine wine business in the 1970s. He will work closely with Santa Rita lead winemaker and technical director Andrés Ilabaca, who has been with Santa Rita since 1996.



Brian Croser

Croser is often referred to as a “terroirist” for his core philosophy of meticulously matching grape varieties to specific vineyard sites, and for allowing a wine’s regional and varietal character to shine through. At Santa Rita, Croser will contribute his expertise to the Reserva and Medalla Real ranges, as well as the winery’s icon Casa Real, Triple C and Pehuen wines.

“We are thrilled to welcome Brian to the Santa Rita winemaking family,” said Anibal Ariztia, General Manager of Santa Rita. “His extensive experience with top winemaking regions around the world, together with his terroir-driven point of view, has outstanding synergy with the philosophy of our talented team of enologists.”

Decanter magazine named Croser “Man of the Year” in 2004, referring to him as a “visionary winemaker.” According to Wine Spectator (Nov. 15, 2002), “Croser’s wines favor refinement over flash...” and his “overall goal is the perfect expression of regional character...”

“I am delighted to help Santa Rita and its viticulture and winemaking team optimize the quality opportunity of their diverse ‘distinguished site’ vineyards. This is the only consultancy role I have accepted and I do so because of the outstanding quality potential offered by Santa Rita’s vineyards and people,” said Croser.

Educated at the University of Adelaide and at the University of California at Davis, Brian Croser has been an innovator in the Australian fine wine industry for 35 years. Croser and his wife Ann began Petaluma in 1976, which is recognized as Australia’s leading exponent of terroir-driven wines. He was centrally involved in the establishment of most of the existing Australian wine industry institutions through the 1970s and 80s.

Santa Rita®

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However, Croser's sphere of influence and respect reaches far beyond Australia. Together with Rollin Soles, Croser established Argyle winery in Oregon in 1985. In 2002, he founded the Tapanappa wine estate with the renowned Cazes family of Bordeaux and Bollinger family of Champagne.

Today Santa Rita exports to more than 70 countries worldwide. The property accounts for outstanding vineyards in Chile's most important appellations – the Maipo Valley, Apalta, Marchigüe, Colchagua, Leyda, Limari, Casablanca – enabling access to diverse climates and terrain.

Santa Rita's family of wines includes the highly successful 120 Series and Reserva range, together with the critically-acclaimed ultra-premium Casa Real, Triple C and Pehuen Carmenere. Founded in 1880 by Domingo Fernandez in Chile's Maipo Valley, this historic property was among the first to pioneer plantings of European grape varieties in Chile.

In 1980, it was acquired by its present owner, Grupo Claro, under which Santa Rita has reaped the rewards of continuous investment, resulting in a period of impressive growth during which the winery consolidated its position in the vanguard of Chile's most successful and innovative estates.

Wide-ranging enhancements include the purchase of choice new vineyards, plantings with top quality clones, improved trellising and irrigation, balanced viticulture, restricted yields, later harvesting, individual block farming, small-lot vinification, and an increased emphasis on sustainable agriculture. Visitors to Santa Rita can look forward to accommodation at the estate's luxury hotel, the Casa Real, with its breathtaking 100-acre gardens, or lunch at its landmark restaurant, the Doña Paula.



Andrés Ilabaca

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