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**HARDYS**  
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**Media Release**

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**HARDYS - THE WORLD'S MOST POWERFUL  
AUSTRALIAN WINE BRAND - AGAIN!**

For the fourth consecutive time, Hardys has been named the world's most powerful Australian wine brand in an annual study of the world's top wine and spirits brands.

First released in 2006, The Power 100 list is produced by UK based brand valuation consultancy, Intangible Business, with more than 10,000 wine and spirit brands researched across the globe.

Hardys Winemaker Paul Lapsley contributed the ranking to the consistency and innovation of the Hardys range of wines over more than 150 years since the brand's establishment.

'Whether we are creating our flagship Thomas Hardy Cabernet or one of our newer, innovative blends in The Gamble Chardonnay Pinot Gris, our wines receive equal care and attention', he said.

'Over the past 18 months we have been focused on expanding our wine range and introducing new regions, blends, varieties and stories to our consumers.'

'Most recently, this has included releasing our HRB (Heritage Reserve Bin) wines, which continue the famous Hardys tradition of blending the best of a variety from two or three standout regions to create a wine that is greater than the sum of all parts.'

Mr Lapsley also commended the efforts of the many people involved in the success of Hardys over the years, with great commitment and determination to promoting Hardys on the world stage.

'I would particularly like to recognise the outstanding dedication and ability of our viticultural team and growers around Australia, who ensure we start the winemaking process with the highest quality fruit possible.'

'Hardys' founder, Thomas Hardy, had a long term vision to create wines that would be prized around the world, and this announcement is tribute to his original vision for Hardys', he said.

The Hardys range of wines includes the acclaimed Thomas Hardy Cabernet and Eileen Hardy Shiraz and Chardonnay, the new HRB cross regional blends, the Oomoo South Australian regional range of Oomoo wines, the new Chronicles blends, Nottage Hill and our Sir James sparkling range.

**Further information:**

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The Power 100 list is based on the following measures:

- Share of market - volume based measure of market share
- Brand growth - projected growth based on 10 years historical data and future trends
- Price positioning - a measure of a brand's ability to command a premium
- Market scope - number of markets in which the brand has a significant presence
- Brand awareness - a combination of prompted and spontaneous awareness
- Brand relevancy - capacity to relate to the brand and a propensity to purchase
- Brand heritage - a brand's longevity and a measure of how it is embedded in local culture
- Brand perception - loyalty and how close a strong brand image is to a desire for ownership