



RED KNOT

For Immediate Release
September 22, 2004

Contact: Alexandra Ootkin 206-267-5283
alexo@preceptbrands.com

Forget the Corkscrew, Mate: Red Knot and Zork to the Rescue
Aussie Partners “Seal” Deal to Bring Innovative Alternative Closure to the U.S. this Fall

Seattle, Wash. – South Australia’s Red Knot, known for its big, bold Shiraz and Cabernet Sauvignon, announced today it has entered into an exclusive partnership to introduce U.S. consumers to Zork, one of the most touted alternative wine closures of the year.

Zork, developed by Australian designer John Brooks, seals like a screw cap and pops like a cork. Consumers unwrap the colorful synthetic tear tab around the neck of the bottle, pull on Zork and “pop,” out comes the closure. Zork makes resealing the wine simple too; it easily inserts back into the bottle for a tight closure and is environmentally friendly – Zork is recyclable.

The 2003 Red Knot Shiraz and 2003 Cabernet Sauvignon with Zork will begin shipping in October this year. *White Knot*, Red Knot’s new companion Chardonnay, also sporting a Zork closure, will begin shipping at the same time this fall. The wines retail for \$12.

Red Knot winemaker John Davey says he was immediately drawn to Zork when it was first presented to him. “Nothing is more disappointing than a wine spoiled by cork taint,” says the 15-year Australian winemaker veteran. After reviewing independent tests assessing Zork’s performance, he was convinced. “Zork is an incredibly robust closure

that removes worry over cork taint,” he says. “Red Knot is styled for immediate enjoyment and ripe, fruit-forward flavors. Zork ensures the quality of the wine we put into the bottle and gives consumers added convenience enhancing their overall enjoyment of our wine. At the end of the day, that’s what it’s all about -- creating an enjoyable experience for our consumers.”

Red Knot marketing vice president Alexandra Ootkin agrees. “We were looking for a fun, contemporary closure for Red Knot that protected the quality of the wine, added to its accessibility, and was environmentally-friendly,” she says. “Zork delivers on every count.”

Details of U.S. Exclusive Partnership

The six-month U.S. exclusive partnership between Red Knot and Zork will include co-branding Red Knot and Zork on the closure; glossy new Red Knot shipper cases; sell sheets; POS material including shelf talkers, bottle neckers, case display cards and stickers; web site links and education. In addition, Zork technical director John Brooks will be in the U.S. in October promoting the new closure system to Red Knot wholesalers and buyers.

Red Knot is imported by Seattle-based Precept Brands. Andrew Browne, former president/CEO of Washington State’s Corus Brands assembled a team of industry veterans to produce, market, and sell premium wines from emerging regions around the globe in 2002. Precept Brands began selling Red Knot and other wines in its portfolio in 2003. The portfolio includes Avery Lane, Barrelstone, Pavin & Riley, Sockeye and Washington Hills from the Columbia Valley; Red Knot, Shingleback and The Gate from McLaren Vale/South Australia; and El Paseo from Spain, among others.

An estimated 15,000 cases of Zorked Red Knot will be in the market nationally before the end of the year. Shipments for Red Knot this year are expected to exceed 25,000 cases. Overall shipments for Precept Brands are expected to reach 220,000 cases in 2004. For more information on Precept Brands, visit the company's web site at www.preceptbrands.com.

###