



TONTINE

China Tontine Wines Appoints New President

Extensive Industry Experience Facilitates Market Expansion Strategy

(Hong Kong, 3 May 2011) – China Tontine Wines Group Limited (“Tontine Wines” or the “Group”, stock code: 0389), one of the largest sweet grape wine producers in the PRC, today announced that Mr. Wang Xiaoming, aged 42, has joined the Group and been appointed as president with effect from 1 May 2011. Mr. Wang is responsible for the Group’s overall sales and operation in the mainland.

Mr. Wang Xiaoming has accumulated more than 10 years of extensive industry experience in product sales and planning, marketing and corporate operations and management within PRC domestic wine industry.

Before joining the Group, Mr. Wang Xiaoming was the Chairman of Beijing Zhongbang Tianhua Investment Advisory Company Limited (北京中邦天華投資顧問有限公司) which is primarily engaged in both investment and consultancy businesses. He oversaw the overall operations of the company and was responsible for devising its business strategies, as well as identifying, arranging and monitoring its strategic investments in wine-related business. He had also served as the Managing Director of Tonhwa Winery Limited (通化葡萄酒股份有限公司), a subsidiary of Macrolink Group (新華聯集團) (“Macrolink”) and held important positions in Jinliufu Wine Company Limited (金六福酒業有限公司) (“Jinliufu”), the wholly-owned subsidiary of Macrolink, including the Head of Marketing Department, Liaoning Jinliufu, the Deputy General Manager of Jinliufu and the General Manager of Shandong Jinliufu, the Executive Deputy General Manager of the head office of Jinliufu and the Director of Sales and Marketing of the National Marketing Department of Jinliufu. His previous positions have provided him with abundant working experience in the wine industry as well as market insights. In addition, Mr. Wang served as the Executive Director of Macrolink from December 2002 to May 2009.

Mr. Wang Xiaoming has also received several awards from the industry, including the “Top Ten New Businessmen” (「十大創業新銳獎」) by *Contemporary Manager* magazine (當代經理人雜誌) in July 2006 and the “Outstanding Contribution to Grape and Wine Industries Award” (「葡萄與葡萄酒行業傑出貢獻獎」) jointly by China Winery Industry Association Grape Wine Sub-branch (中國釀酒工業協會葡萄酒分會) and China Agriculture Association Grape Sub-branch (中國農學會葡萄分會) in June 2006, reflecting that Mr. Wang has played an influential role in the wine industry and his outstanding achievement is highly recognized.

On top of his abundant industry experience, Mr. Wang was appointed as a MBA tutor for its MBA program (with an emphasis on sales and marketing) by the Graduate School of the Chinese Academy of Sciences (中國科學院研究生院). He is a senior economist in economic management.

Mr. Wang Guangyuan, Chairman and Chief Executive Officer of Tontine Wines, said, “We are pleased to have Mr. Wang Xiaoming join our leadership team as this will give additional impetus to the business development of Tontine Wines. With his in-depth knowledge in PRC wine industry, rich experience in corporate operational management, marketing and sales and the same corporate value and perspective that he shares with Tontine Wines, we believe that Tontine Wines will continue its robust growth in China’s rapidly growing market and deliver a stronger performance”.

Mr. Wang Xiaoming, President of Tontine Wines, said, “I am greatly honoured to join Tontine Wines which is with strong growth potential. Favourable economic conditions and huge consumption demand in China has presented enormous market opportunities for Tontine Wines. Facing such favourable opportunities, I will strive my best to lead Tontine Wines to seize these opportunities by increasing its competitiveness through enhancing our product portfolio, expanding our sales channels, enlarging our market share on the basis of our present strong foundation and ultimately generate maximum returns to all shareholders and investors of the Group”.

~ End ~

About China Tontine Wines Group Limited

Tontine Wines sells over twenty different wine products in two main categories – sweet wine and dry wine under the “Tongtian” and “Tongtian Hong” labels. The Group has grown quickly since its inception in 2001. It ranked first in the PRC in terms of manufacturing volume of sweet wines in 2008 and 2009 and is also one of the “Top 10 PRC Grape Wine Industry Brands”. The Group gets its grape supply from Tonghua Ji’An region, which is a major mountain grapes producing region in the PRC and one of the few regions worldwide where mountain grapes can be cultivated. Through a sales network comprising over 70 distributors, the Group sells its products in 19 provinces and 3 municipal cities in the PRC. The Group places a lot of emphasis on the quality of its products. It has implemented a strict quality assurance system, and obtained ISO 9001:2000 certification in 2005. In 2006, the Group was also awarded the Geographic Indication Protected Products of the PRC. Under the auspices of the senior management team that are well-experienced in the industry, Tontine Wines is dedicated to achieve the corporate mission of the Group: to become a sweet wine expert in the PRC.

For Enquiries:

Strategic Financial Relations (China) Limited

Ms. Esther Lau	(852) 2864 4845	esther.lau@sprg.com.hk
Ms. Sophie Zhang	(852) 2114 4960	sophie.zhang@sprg.com.hk
Ms. Yannis Yip	(852) 2114 4949	yannis.yip@sprg.com.hk