

Bordeaux, July 25, 2007

THE CRUS BOURGEOIS MAKE A NEW BEGINNING WITH THE ALLIANCE

During a specially convened General Assembly of the Alliance des Crus Bourgeois du Médoc on July 24, in an almost unanimous vote the members ratified the adoption of a "Qualification Cru Bourgeois" project. In addition, a modification of the statutes and internal bylaws of their Union was approved. Accordingly:

At the request of the French government, seeking a regulatory framework which would eliminate the suspension of the Cru Bourgeois designation,

At the request of the Médoc winemakers, concerned by the loss of the Cru Bourgeois designation and in the interim until a new classification is developed,

At the request of professionals and consumers, searching for a reliable sign of quality,

The Alliance des Crus Bourgeois du Médoc will offer the various organizations and associations in the Médoc the following proposal for a "Qualification Cru Bourgeois" project:

- « Cru Bourgeois » would become a certification of quality
- These measures would begin with the 2007 vintage (in 2009)
- There would be an annual examination open to all growths in the Médoc
- The qualification would be based on production standards (through an audit performed at the property) and on quality standards (through a tasting of the growths presented)
- Certification would be made by an independent organization

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