



Montalcino, October 20th, 2008

Ref.: Brunello di Montalcino 2003

Dear Friends,

The good news we all have been waiting for so long has arrived!

With great proud and satisfaction we are delighted to inform you that the Prosecutor of Siena has determined that our Brunello di Montalcino 2003 (including the Poggio alle Mura 2003) fully corresponds to the rules of Brunello di Montalcino appellation. Therefore the wine is finally available for the Italian and International markets!

Here enclosed you will find the official Press Release we are sending all over the world. We kindly ask you to help us to spread it out.

This investigation on Brunello di Montalcino has been long and complex and it occurred during an exceptionally negative economic and financial situation as the one of the current year.

The inquiry has stressed the huge value of our brand together with our capacity to react and our positive approach to the market.

Now we are back to forcefully speak about wine, enthusiasm and future projects, firmly confirming our absolute fairness, our transparency and our profound respect for the rules.

We owe it to those whom, patiently waiting for our return, have been continuing to support us. Most of all, we owe it to the thousands of enthusiasts throughout the world who during these years have been loving Brunello di Montalcino, thanks also to our passion and to our undisputed role of world ambassadors of this wine.

It is time to leave the sad and recent past behind and look ahead with more confidence and optimism. We will work to recover the delay we have suffered during these months to recuperate the (few) consensus we have lost and, mainly, to further improve the quality and success of such outstanding wine that is Brunello di Montalcino.

Viva Banfi!

Rodolfo Maralli
Marketing & Sales Director
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