



Mouton Cadet Celebrates 80 Years and Welcomes Next Chapter with New Line
Cadet d'Oc Launches Pays d'Oc Cabernet Sauvignon and Chardonnay
for U.S. wine lovers

SAN FRANCISCO, Calif – August 12, 2010 – Mouton Cadet, the world's first French wine brand created in 1930, celebrates 80 years of history, boldness and passion in 2010. Since its first vintage, the wines of Mouton Cadet have stood for not only quality and tradition, but also innovation. It is with these tenants in mind that Baron Philippe de Rothschild welcomes the next chapter in the history of Mouton Cadet with the introduction of Cadet d'Oc, a new line of varietally-labeled wines available nationally starting this month in the United States. The line launches with the 2009 Cabernet Sauvignon and Chardonnay, both at a suggested retail price of \$9.99.

U.S. Marketing Manager for Mouton Cadet, Seth Hynes, said, "With 80 years of tradition, Mouton Cadet gives wine lovers quality Bordeaux blends without the intimidation factor. With the addition of Cadet d'Oc Cabernet Sauvignon and Chardonnay, wine lovers can discover more about French wines without feeling overwhelmed by Old World conventions. With easy-to-read varietal labels and from a brand you can trust, Cadet d'Oc are wines to enjoy and toast those every day celebrations."

Cadet d'Oc takes its name from the French word "cadet," meaning "the younger child" and also from the wines' origin: Pays d'Oc is one of six regional Vin de Pays, with d'Oc referring to the Languedoc-Roussillon region. Long known as a wine region with great diversity of climates and soils, the Languedoc is a winemaker's paradise. By sourcing from a variety of vineyards within the region, the winemaker can create wines of greater depth and character. The Cadet d'Oc wines are made at the same state-of-the-art Baron Philippe de Rothschild winery as Mouton Cadet. Made from 100 percent of their respective varietal, the wines are allowed to mature on the lees with minimum oxygen exchange and strike the right balance between fruit, freshness, structure and roundness.

2009 Cadet d'Oc Chardonnay, Pays d'Oc —*The wine's color is brilliant yellow. Subtle aromas of peach and white blossoms combine with a touch of lightly toasted brioche. The full-bodied and ample mid-palate mingles fruitiness and minerality leading to a long and fresh finish. 100 percent Chardonnay.*

2009 Cadet d'Oc Cabernet Sauvignon, Pays d'Oc—*The wine's ruby red color has a hint of purple. The complex nose is a mixture of jammy fruit aromas of blackcurrant and smoky, spicy notes. On the palate, the wine is both powerful and well-balanced. Fresh and fruity ripe black fruit lingers for a long harmonious finish. 100 percent Cabernet Sauvignon.*

Mouton Cadet and Cadet d'Oc are imported to the United States by Constellation Wines U.S.

About Baron Philippe de Rothschild, S.A.

A family-owned company with a Supervisory Board chaired by Baroness Philippine de Rothschild and a Management Board, Baron Philippe de Rothschild S.A. has two distinct lines of business: premium wines and branded wines. United under the same management, the two lines of business share a commitment to excellence. At Pauillac, the Company manages a collection of Château wines wholly-owned by Baroness Philippine de Rothschild and her children: the famous Château Mouton Rothschild, Château Clerc Milon and Château d'Armailhac. Baron Philippe de Rothschild S.A. also produces and distributes high quality branded wines. Mouton Cadet, Rouge, Blanc and Le Rosé de Mouton Cadet are the world's leading Bordeaux AOC wines and the flagship of Baron Philippe de Rothschild S.A.

About Constellation Wines U.S.

Constellation Wines U.S. (CWUS) is the largest wine company in the U.S. based upon sales dollar value. The portfolio includes such brands as Woodbridge by Robert Mondavi, Clos du Bois, Robert Mondavi Private Selection, Blackstone, Ravenswood, Robert Mondavi Winery, Simi, Estancia, Wild Horse, Arbor Mist and Paul Masson Grande Amber Brandy. CWUS and Vincor Canada comprise Constellation Wines North America, a division of Constellation Brands, Inc., a leading international producer and marketer of beverage alcohol in the wine, spirits and imported beer categories.

Media Contacts:

Alicia Laury
PR Director – Imports & Specialty
Constellation Wines U.S.
415-912-3851
alicia.laury@cwine.com

Sarah Jones
Account Supervisor
Benson Marketing Group
707-254-1114
jones@bensonmarketing.com