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**CEO of African Wine Importer & Distributor & Harvard University's
First African American Woman MBA Take Historic Trip to South Africa**

*Selena Cuffe, CEO and President of Heritage Link Brands,
and Lillian Lincoln Lambert attend the 2007 Soweto Wine Festival*

Los Angeles, CA, September 12, 2007 – Selena Cuffe, Chief Executive Officer of Heritage Link Brands LLC, the first U.S. company to exclusively import and distribute black-produced African wines, and Lillian Lincoln Lambert, the first African American woman to graduate from Harvard Business School ('69), attended the 3rd Annual Standard Bank Soweto Wine Festival in South Africa, September 7-8, 2007. In conjunction with Delta Air Lines, Heritage Link Brands awarded Lincoln Lambert with a complimentary trip to the festival at Harvard Business School's African American Student Union (AASU) 35th Annual Conference, in honor of her ground-paving academic, social and entrepreneurial accomplishments.

Heritage Link Brands holds the distinction of being the official importer of the South African Black Vintners Alliance. Representing two generations of successful, entrepreneurial black women, Cuffe and Lincoln Lambert conducted training for Alliance members centered on the important role alliances play in competitive business environments. They shared their business education through this professional development endeavor to strengthen the reach of black wine producers, owners, and entrepreneurs, who were formerly disenfranchised within the industry due to apartheid.

“Because the seeds of Heritage Link Brands were planted at the inaugural Soweto Wine Festival in 2005, I am glad that we were able to share a piece of the economic and educational capital from which we've benefitted here in the U.S,” remarked Cuffe. “Our ability to delight people with Africa's delectable wine is as important as our commitment to generate capital and opportunities with the people of this great continent. It is only fitting that we share with our vintners tools that will further their business stake in South Africa's wine industry.”

Less than two percent of South Africa's \$3 billion wine industry is owned by blacks, who comprise 80 percent of the country's population. Heritage Link Brands seeks to change that statistic. “For Heritage Link Brands, introducing U.S. consumers to their wines and educating them about the stories behind them are equally important. We appreciate that this trip offers us the ideal platform to deepen relationships with our current vintners, as well as interface firsthand with new potential partners.”

Cuffe also sits on the board of directors for Global Elevation, a nonprofit dedicated to teaching core business and entrepreneurial skills to young people throughout the African Diaspora using customized curriculum administered through business leadership workshops and Study-Abroad programs. Cuffe is also strategizing with Global Elevation to identify new channels to educate students about career opportunities in Africa's burgeoning wine industry.

About Heritage Link Brands LLC

Heritage Link Brands LLC is the only U.S. company that exclusively imports wine from the African continent. The company holds the distinction of official importer for the South African Black Vintners Alliance (SABVA). Heritage Link Brands LLC has partnered with Delta Air Lines to support travel to the 2007 Soweto Wine Festival and to raise awareness of black-produced wines throughout the continent of Africa. For more information, visit www.heritagelinkbrands.com.

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