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On A Mission to Change Perceptions with Every Sip

Heritage Link Brands Leads Pioneering Wine Trade Mission to South Africa.

Los Angeles, CA, September 14, 2009 - Heritage Link Brands, the largest U.S. company dedicated to importing and distributing wine made by black producers throughout the African continent and its Diaspora, is excited to be leading a trade mission this month, sponsored by the South Africa Department of Trade and Industry. Heritage will usher a group of North American companies to South Africa where they will be hosted by government officials, wine producers and business partners. Among the confirmed attendees are: Chase International, wine consultant for American Airlines; WTN Services, a division of 1.800.Flowers.com; and Glazer's of Ohio, recent recipient of Diageo's Golden Bar Wine Excellence Award. "I am looking forward not only to the exposure of South Africa's diverse cultures, but also the educational opportunity being afforded to me of seeing, first hand, the wine making of such exquisite wines," says Marketing Manager of Glazer's of Ohio, Monica Lovejoy.

This trade mission is also a precursor to South Africa's hosting of the 2010 World Cup, the first time this global event, only second in size to the Summer Olympics, will occur on African soil. Approximately 3.5 million people are expected to attend World Cup while close to 300 million will tune in through either T.V. or radio broadcast. "I hope that everyone who participates in this trade mission will fall in love and be inspired to act on the multitude of business opportunities they will be exposed to during our weeklong trip," says Selena Cuffe, Heritage Link Brands President & CEO.

"Trade missions are fundamental in establishing the country as a world class wine growing region, and these efforts will pay dividends down the road. South African wine ambassadors will be key in the pioneering work of re-establishing and building the wine brand: South Africa," comments Ken Chase, wine consultant for American Airlines. "Via fulfillment and our consumer direct brands of Geerlings and Wade www.geerwade.com and Ambrosia Wine www.ambrosiawine.com, we are honored by the opportunity to showcase these wines for sale to consumers in the U.S.," shares Chris Edwards, Vice President and General Manager of WTN Services.

About Heritage Link Brands, LLC

Heritage Link Brands is the preeminent importer and distributor of wine from the African continent and its Diaspora. The company represents vintners that, even in the post-apartheid South Africa – make up less than two percent of the wine industry in a country that is 80 percent black. Heritage Link Brands' portfolio of wines is available in over 800 restaurants and retailers across the country, and online. The company is the recipient of the 2009 Black Enterprise Entrepreneur of Year award. For more information, to learn about upcoming events, and to purchase wines, visit www.heritagelinkbrands.com.

About the South African Department of Trade and Industry

The Department of Trade and Industry acts as a catalyst for the transformation and development of the South African economy. It provides a predictable, competitive, equitable and socially responsible environment for investment, enterprise and trade.

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