



DESTINY BAY

WAIHEKE ISLAND

For Immediate Release

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Destiny Bay Vineyards Celebrated by Anthony Dias Blue *New Zealand Wine Producer Recognized by Top U.S. Wine Critic*

WAIHEKE ISLAND, New Zealand, August 5, 2008 - Destiny Bay Vineyards today announced that top United States wine critic Anthony Dias Blue has awarded high marks to the collection of Bordeaux style wines produced by Destiny Bay Vineyards of Waiheke Island, New Zealand. In the July 2008 issue of "The Tasting Panel," the influential magazine of the wine and spirits industry, Blue lauded the 2005 Magna Praemia (95 out of 100) as, "totally balanced with seamless delivery and lovely follow through," adding the wines are, "elegant with complexity and depth." The 2005 Mystae (92 out of 100) and 2006 Magna Praemia (92 out of 100) were noted as rich wines worth watching.

"We are gratified that someone of Mr. Blue's caliber has recognized us to his sophisticated readers and, by proxy, to the collectors and wine enthusiasts they serve," said Sean Spratt, General Manager, Destiny Bay Vineyards.

"The 2005 Magna Praemia is dominated by deep press fractions of Cabernet Sauvignon," said winemaker Luc Desbonnets, "It is a structured and balanced blend that is approachable now, but will give great rewards for decades when properly cellared. This blend is 74% Cabernet Sauvignon, 13% Merlot, 8% Malbec, and 5% Cabernet Franc, and contains 14.0% Alcohol."

About Destiny Bay Vineyards, Ltd.

Destiny Bay Vineyards is located in a small, north facing valley on Waiheke Island, New Zealand. Established in 2000, Destiny Bay grows Cabernet Sauvignon, Merlot, Malbec, Cabernet Franc, and Petit Verdot from top-grade clones selected from premium wine districts in France and Australia. Destiny Bay wines are found on the wine lists of fine restaurants in San Francisco, Chicago, and Auckland and in the private cellars of discriminating collectors. Destiny Bay is a fully accredited "Sustainable Vineyard" and emphasizes old world traditions, new world techniques, and a timeless passion for excellence. For more information about Destiny Bay Vineyards, visit our Web site at <http://www.destinybaywine.com>.



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About Anthony Dias Blue

Anthony Dias Blue is the Editor in Chief for Patterson's Tasting Panel (est. 1941), former Wine & Spirits Editor of Bon Appetit Magazine, and Executive Director for the San Francisco Wine and Spirits competition, the largest and most influential international spirits judging ever held in the United States on an annual basis.

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