



PRESS RELEASE

Good Performance for Donnafugata in 2006

Sicilian winery's 9% increase in its global turnover
with a 15% rise in foreign sales



Marsala: 16th March, 2007. Donnafugata, one of the leading Sicilian wine companies, has recorded good growth results, especially in the foreign market.

With its strengths lying in the constant attention paid to the quality of its products, Donnafugata records a turnover of 15.6 million euros with an increase of 9% regarding 2005 and with a more than proportional rise in export (15%) now extending to 47 countries.

Germany, the United States, Switzerland, Japan and Russia are confirmed as being Donnafugata's principal foreign markets. Among those which have recorded the largest growth rate, **Canada** shows a continuing interest in products with the "Made in Sicily" brand; **Russia** leads with *Mille e Una Notte*, which appears on the menus of the most trendy and exclusive hotels and restaurants in Moscow and St. Petersburg; **China**, where the market is relatively young for Donnafugata, having been available only since 2005, shows a growth trend, which is still only a three-figured number, and a quantity of sales which are already starting to emerge in the company's top 15 markets.

From an analysis of the growth rate of individual labels, a strong consumer preference emerges towards those wines which convey, in an original way, the contribution of the autochthonous grape varieties. Leading the way is **Lighea** (from Zibibbo, Ansonica and Cataratto grapes) with record sales in 2006. Not only is **Anthilia** (Ansonica and Cataratto) growing on all the markets but it is also in accordance with its excellent price/quality relationship. The variety-territory synergy is the key for the success of Donnafugata's reds, among which are **Mille e Una Notte** and **Sedàra**. These are marked in their diversity, the first being elegant and long lasting, the second being young and fruity, certifying the versatility of Nero D'Avola. The attention being focused on its **sweet, natural wines of Pantellaria**, which are obtained from the main aromatic Sicilian vines: Moscato d' Alessandria also known as Zibibbo.

Donnafugata has proposed for 2007 **two new labels: the white "Polena" and the red Sherazade and two new grappas** (from Nero d'Avola and Zibibbo grapes), a result of the collaboration between Donnafugata and the master distiller from Veneto, Robert Castagner.



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Polena, with its innovative blend of Catarratto and Viognier grapes, comes from the vineyards of Donnafugata at the Contessa Entellina estate in the heart of western Sicily. This white wine is of great pleasantness and is destined exclusively for restaurants, hotels and wine bars. Some 60,000 bottles of the 2006 vintage have been produced.

Syrah, which is also from the vineyards of Contessa Entellina, together with Nero d'Avola, the king of autochthonous Sicilian wines, has given life to the **Sherazade 2006**, a red Mediterranean wine of spicy tones". As from the end of March, the distribution of Sherazade will start in the same channels which have been planned for Polena. Also of this wine 60,000 bottles of the 2006 vintage have been produced.

"We are very satisfied with the positive results which we have achieved in 2006, demonstrating how rewarding the productive philosophy of "Extreme Quality" is. We also bring to the attention to the foreign markets the success of the initiatives which we promote together with the producers of the institute of "Grande Marchi", states **Antonio Rallo of Donnafugata** -. He adds, " 2007 has started well with the launch of two new wines and a certificate of the award of excellence (the only enterprise in Sicily to have received one) from Confindustria. These results encourage us along the road of the production of unparalleled wines, which are the outcome of the unique knowledge of business, focusing on the details and the maximum expression of the potentiality of the territory".

Donnafugata Founded in 1983 by Giacomo Rallo and his wife Gabriella, Donnafugata has three production sites in western Sicily: the historic cellars in Marsala, built in 1851, for the maturation and bottling of the wine; the vinification cellar at Contessa Entellina, where the company runs 260 hectares (642 acres) of vineyards, and the vinification cellar on Pantelleria, where the company commenced work in 1989 and now cultivates 42 hectares (104 acres) of Zibibbo vineyards. Giacomo and Gabriella have been joined by their children José and Antonio; together they guide the company according to the "Enterprise, Nature, Culture" project, producing quality wines, while respecting the environment and promoting the territory. Donnafugata is one of the leading Sicilian wineries, with sales of more than 15 million euros in 2006, output of 2,650,000 bottles and a team of 40 employees plus 30 seasonal workers.

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