



Media Release

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**Barokes appoints Hill & Knowlton to help grow the brand
and build the RTD wine category in Australia and internationally**

Sydney, Australia, 27 June 2005 – Barokes has appointed Hill & Knowlton as its strategic communication partner to grow awareness and acceptance of its innovative wine-in-a-can products and to help define and position the unique ready-to-drink wine industry in Australia, and markets around the world.

The company has also enlisted Hill & Knowlton to assist in the promotion and protection of its patented Vinsafe® technology which preserves the premium taste of the wine and allows for the safe sealing of wine in a can with a proven shelf life that delivers premium quality, stability and longevity.

“Barokes is forging a new liquor category – the ready-to-drink wine (RTDW™) segment. We have a unique product and believe our innovation has the power to change the way people consume wine” said Greg Stokes, Barokes CEO.

“We are entering an exciting period of expansion and we needed an agency with the international reach who could support us through this demanding time. Hill & Knowlton not only have credentials to reach consumers but also great strengths in business communications to help us deliver a ‘powerful punch’ in each market we enter” added Stokes.

The account team will draw on Hill & Knowlton’s marketing communications, business-to-business communication and public affairs expertise.

“Barokes is an exceptional innovator with a wonderful product to match,” said Michelle Hutton, Managing Director of Hill & Knowlton Australia. “We are thrilled to be working with them at this critical time of growth to help position the company to consumers and across broader business sectors and to strengthen its footprint around the world.”



About Barokes:

Barokes is unique in that they have perfected the technology to produce and deliver premium wine in an individually sized, sealed 250 ml can. Using the innovative Vinsafe® wine packaging system, the world's first patented technology for producing and packaging wine in a can, Barokes has produced a range of wines renowned for premium quality, stability and longevity. Nine years of extensive research and development have been committed to creating this purpose build product for the global wine market. The current range includes a Cabernet Shiraz Merlot, Chardonnay Semillon, Bubbly Cabernet Shiraz Merlot and Bubbly Chardonnay Semillon. This award winning wine has taken the export market by storm and Barokes currently distribute in nine markets, including Australia, Europe, Japan and a number of south east Asian countries. For more information, please visit <http://www.wineinacan.com>

About Hill & Knowlton

Hill & Knowlton, Inc. is a leading international communications consultancy, providing services to local, multinational and global clients. The firm is based in New York, with 69 offices in 37 countries, as well as an extensive associate network. The agency is part of WPP Group plc (NASDAQ: [WPPGY](#)), one of the world's largest communication services groups. For more information, please visit <http://www.hillandknowlton.com.au/>.

Media contacts:

Irene Topalidis
International Head of Marketing
Barokes Wines
Ph: 03 9684 7222
Mb: 0416 284 808
Email: irene.t@barokes.com

Veronica Colvin
Senior Manager
Hill & Knowlton
Ph: 02 9286 1243
Mb: 041447 022
Email: veronica.colvin@hillandknowlton.com