

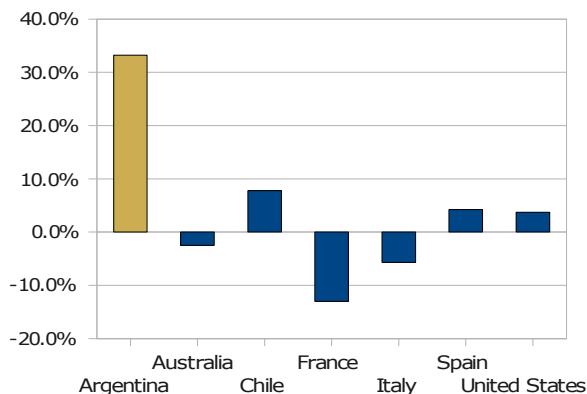


## Why Argentina?

- Argentina is arguably the best place in the world to make wine, due to:
  - High desert climate: dry and *mucho sol*; the environment allows for consistency in the quality of wine produced from year to year
  - 3,000 feet and higher vineyard altitudes; this altitude creates drastic day and night temperature differences, which in turn produce more concentrated fruit
  - Argentina's vines are more resistant to pests (notably the Phylloxera insect), which result in older vines (many of the wineries with whom Vino del Sol is working have vines over 80 years old).
  - Argentina has the world's largest geographical range of vineyards, stretching from the 22nd to 42nd southern parallels. These extensive latitudes and their different ecologies produce a wide variety of exciting terroirs.
- Argentina has a 150 year-old winemaking tradition (and is the world's 5th largest wine producer), yet mixed with this tradition is world-class technology and some of the world's top winemakers.
- Malbec and Torrontés are hot varietals, and virtually Argentine-exclusive.
- U.S. Argentine wine sales are booming amidst poor growth of other categories:

### Argentina Wine Category Fastest Growing in U.S.

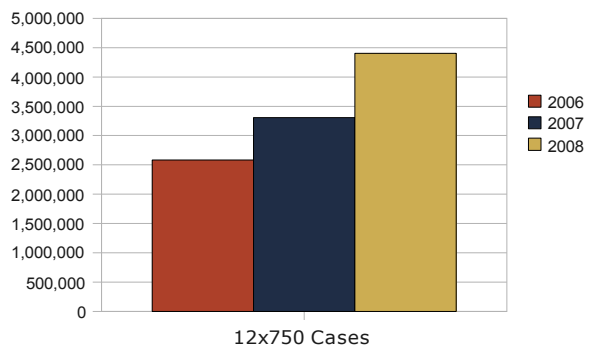
By Volume. Sources: Argentine govt. export data, 2008 over 2007; Wine Business Monthly Feb. and Jan 2009 Scantrack data.



### Argentine Wine Exports to the United States

By volume. Source: Argentine govt. export data.

For 2007/2008 volume grew 33.2%; value grew 39.4%  
Vino del Sol's growth was more than double the category.



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