

"CRUSHPAD" BORDEAUX
CONFIRMS ATTENDANCE AT LONDON'S 3RD ANNUAL
'FRACTIONAL OWNERSHIP EXHIBITION'

Crushpad Bordeaux (www.crushpadwine.fr) – the newly launched French winemaking arm of Crushpad USA/California (www.crushpadwine.com) - is delighted to announce its attendance at London's 3rd annual Fractional Life Expo. Taking place between the 14-16th September at the City's Broadgate Event Venues, representatives of Crushpad Bordeaux will be present to explain this new winemaking concept to City wine enthusiasts and expo visitors.

Launched in California in 2004 by wine industry veterans and technology industry refugees determined to liberate winemaking from its traditional stereotypes of impossible wealth, expansive chateaux and golden retrievers, Crushpad enables its clients to create their own individual barrels of high-end Bordeaux and California wines using grapes from each region's best vineyards. Clients can select their level of involvement in the winemaking process. Crushpad's team of experts are there to do the rest and guide clients every step of the way. After an 18-24 month winemaking process, clients will end up with 300 bottles of their own wine from one barrel which they can share with family, friends, clients or even sell commercially where permitted. Average pricing ranges from E6.750 to E9.900 per barrel, depending on the vineyards selected.

Crushpad's Bordeaux facility is located in Saint Emilion, internationally recognised as a centre of "micro-cuvee" (small scale/high end) wine production. Crushpad's UK clients will make their wines at Chateau Teyssier, under the supervision of winemaker Jonathan Maltus.

Concluded Michael Brill, CEO of Crushpad USA, "So many wine enthusiasts dream of owning their own vineyard but don't have the millions required to do so. With our new winemaking operation in Bordeaux, our clients can now live that dream at a fraction of the cost. We're humbled and impossibly excited about the great team and vineyard sources we've put together to bring this experience to UK and worldwide lovers of Bordeaux wines."

ENDS

10 September 2009

For further information and images, please contact:

**Zanny Gilchrist (Mrs), ZGPR, tel: 01798-342896, mobile: 07920-514299,
email:zanny@zgpr.co.uk**