



W.J. Deutsch & Sons, Ltd.

fine wine and spirits merchants

FOR IMMEDIATE RELEASE

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DEUTSCH BRINGS HEIGHTENED FOCUS TO NATIONAL ACCOUNT SALES, HIRES SENIOR EXECUTIVE FOR STRATEGIC ACCOUNTS DIVISION



White Plains, NY – June 17th, 2010 – W.J. Deutsch & Sons, Ltd. (Deutsch), a leading importer and marketer of 24 award-winning wines and spirits from around the world, announced today the appointment of Kelly A. Soendker as the new Senior Vice President of Strategic Accounts. Soendker, a 20+ year industry veteran of multinational consumer package goods companies, who spent the last five years as a Vice President of National Accounts for Diageo, and the previous six years as a Vice President of Team Wal-Mart for Campbell Soup Company, will oversee Deutsch's

Strategic Accounts Division which includes, both On and Off National Accounts as well as Category Management. She will report directly to Deutsch's President, Tom Steffanci, and will be responsible for 4 million cases across the country.

"In today's economy we see consumers continuing to migrate towards strategic and national accounts in their pursuit of value. Deutsch has the ideal portfolio of quality, value wine and spirits brands that fulfill consumers changing needs," said Steffanci. "In order to take full advantage of this opportunity we needed an experienced expert to lead our team in this segment of our business. Kelly's successful track record in senior level national accounts roles and her collaborative approach make her the ideal choice to help us further accelerate our current growth."

"W.J. Deutsch is one of the most successful, dynamic companies in the wine and spirits industry, with a brand portfolio of category leaders and new innovations, ideal for national account sales," said Soendker. "I am thrilled to become part of this family owned company and to work with Tom

and the team entire Deutsch team to take the strategic and national account business to a new level. I'm confident that we can grow Deutsch's market share by leveraging the company's outstanding brands and by developing and executing customer centric programs that help our customers achieve their strategic goals while growing Deutsch's brands."

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About W. J. Deutsch & Sons

W.J. Deutsch & Sons, Ltd. was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. In 2009 Deutsch announced the expansion of the award-winning company to include a separate Spirits Division, W.J. Deutsch Spirits LLC. Deutsch's wines and spirits are sold to the trade with well-planned marketing support and are offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and its ability to meet the needs of the modern consumer. Bill's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirit industry.

*The W.J. Deutsch & Sons portfolio includes award-winning wines from Australia: [yellow tail], [yellow tail] The Reserve, [yellow tail] Sparkling; California: Esser Vineyards, Kunde Estate; France: Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, Patch Block, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Italy: Barone Fini, Castello di Monastero, Coldisole, Poggio alle Sughere, Lionello Marchesi, Villa Pozzi; New Zealand: The Crossings; Portugal: Quinta Do Vale Meao; Spain: Mar De Frades (Rias Baixas), Cruz de Alba (Ribera del Duero), Ramón Bilbao Vinos Y Vinedos (Rioja), and Volteo (Castilla); Chile: Llai Llai; Argentina: Ruta 22, and award-winning spirits from Landy Cognac (France), Luksusowa Vodka (Poland) and Villa Massa (Italy).
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