



IRYMPLE GROUP.

A.B.N. 82 004 078 451

TELEPHONE: +61 3 5024 5704 FACSIMILE: +61 3 5024 6550
2160-2162 FIFTEENTH ST, IRYMPLE, VICTORIA, 3498, AUSTRALIA.
POSTAL: P.O. BOX 19, IRYMPLE, VICTORIA, 3498.

IRYMPLE PACKING PTY LTD. IRYMPLE CITRUS PRODUCTS PTY LTD. ROBERTS ESTATE WINES

MEDIA RELEASE

The Irymple Group has today announced the sale of its 100 year old family business to the Group's Management Team for an undisclosed sum.

The Company Chairman Mr. Ed Smart said "He was delighted to announce the sale today which has been many months in planning, Shareholders of the Group will meet on Friday to formally accept the offer put to them by SDS Beverages Food & Wine Pty Ltd, the company controlled by the three senior management members of the Irymple Group, David Stevenson, Paul Derrico and Wayne Simmons and a group of investors."

Mr. Smart said during his announcements to staff today the Group had been run by the management team for some years now and as there is no family link to the business outside owning shares it was logical that the business be sold to management ensuring continuity for staff, customers and suppliers.

SDS Beverages and Irymple Group Managing Director Mr. David Stevenson said the sale was exciting for the company which has transformed itself into a modern Global Food, Beverage & Wine company over the last five years and that sales and marketing of innovative beverages will continue to be a major focus of the business as well as significant expansion of wine sales to Europe. Mr. Stevenson said "no jobs will be lost as our people are considered an important part of a successful future. Our customers and suppliers will receive a seamless transition to the new company and can look forward to a continued high level of service."

Mr Stevenson said "the acquisition would not have been possible without the help of Terrain Capital a Melbourne based Advisory firm."

Mr. Smart said "while it certainly is the end of an era for the family he is confident the business is in good hands and will continue to prosper as it engages the global beverage market at a time of cyclic improvement. The company has worked hard in recent times to insulate itself from industry cycles by having a diverse range of products in differing markets."

Mr. Stevenson pointed out both the Asian and European markets have provided growth for the company and new opportunities are emerging for those companies who have the expertise, willingness and resources to compete, attributes SDS Beverages are acquiring from the Irymple Group.

For further enquires please contact David Stevenson 50245704.

Kind regards,

**David J. Stevenson
Managing Director
IRYMPLE GROUP**