

For Immediate Release:

**Wolfgang Blass, founder of Wolf Blass Wines
visits Bayers Lake NSLC**

Halifax, May 15, 2009 – The Nova Scotia Liquor Corporation (NSLC) is pleased to announce that Australian winemaking icon Wolfgang Blass AM, Founder, Wolf Blass Wines will visit the Bayers Lake NSLC store Saturday May 16th, from 2:00 pm - 4:00 pm where he will discuss the secrets of his winery's success. Mr. Blass established his first winery in the Barossa Valley in 1966, which is one of the world's most successful wineries. He has captivated wine enthusiasts all around the world and is known globally for his revolutionary winemaking, marketing practices and his true business pioneering.

"We are honoured to have this rare opportunity to host Mr. Blass at our Bayers Lake store", said Bret Mitchell, NSLC President & CEO. "This is a chance for our customers to meet one of the worlds most recognized winemakers. In Nova Scotia, Wolf Blass wines are the second largest Australian brand and one of the largest imported brands. We are committed to our customers and hope they will come and take part in this special occasion."

Mr. Blass will also be discussing his business philosophy and approach, secrets to the Wolf Blass success, and the business of winemaking during his visit at the Bayers Lake NSLC store. This will be his last stop on his cross Canada tour in celebration of his 75th birthday.

About the NSLC

The Nova Scotia Liquor Corporation, the fourth largest business and largest single banner retailer in Nova Scotia, generates more than a half billion dollars of revenue a year generating almost \$200 million profit annually. It employs more than 1,500 Nova Scotians, offering 5,900 products from around the globe through 161 retail locations and 2,100 licensed establishments.

About Wolf Blass Wines

Wolf Blass Wines was established in the Barossa Valley in 1966, grown from humble beginnings to be the number one still bottled wine brand in Australia and a leading wine brand in over 50 international markets including Canada, United Kingdom, Ireland, Hong Kong and New Zealand. Wolf Blass has a

tradition of quality, character and consistency from the highly noted Platinum Label, majestic Black Label plus the regionally stylistic Grey Label Cabernet Sauvignon and Shiraz; through to delicate Rieslings and crisp Chardonnays. It is a brand recognized on global scale as the maker of the finest premium wines and an icon of modern winemaking and innovative marketing practices.

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For further information or to book an interview please contact:

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