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**FOR IMMEDIATE RELEASE**

**Chile's Terra Andina Carmenère Reserva  
To Share the Spotlight with 2009 New York Emmy® Awards VIPs**



**MINNEAPOLIS, March 28, 2009** – Terra Andina, Chile's innovative, premium wine producer, today announced that its 2006 Carmenère Reserva will play an important supporting role at the 52<sup>nd</sup> Annual New York Emmy® Awards Gala. The voluptuous wine, made from Chile's signature varietal grapes that were harvested in the Rapel Valley, will be featured in the gift bag distributed to 50 top VIPs and celebrities from the world of television. The star-studded, black-tie event will be held at the Marriott Marquis in New York City on Sunday, March 29, 2009.



“We are delighted to introduce our Terra Andina Carmenère Reserva to many of the most important luminaries in the medium of television. It is certainly an honor,” said Chris Haroza, U.S. Brand Manager, Terra Andina USA. “Amidst the glitter and the glamour of the Emmy® Awards, the selection of our Terra Andina Carmenère Reserva proves that an affordably priced wine has the quality that befits a worldclass event. These days, given the economy, even celebrities need a break!”

Terra Andina's deep-violet 2006 Carmenère Reserva is filled with aromas of grilled red peppers, raspberries and blackberries, dried plums with hints of tobacco and mocha. The luscious violet-hued wine, which has velvety sweet tannins, is the perfect accompaniment to pasta, spicy foods and barbecue. It retails for \$12.99 per 750 ml bottle.

The Emmy® Awards, which are bestowed annually by the New York Chapter of the National Academy of Television Arts & Sciences, recognize talent and ability in the composition, creation and performance of works that improve the quality of television. Winning an Emmy® Award is considered the industry's most coveted peer recognition symbol of distinction.

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### **About Terra Andina**

Headquartered in Santiago, Terra Andina is Chile's innovative premium wine producer. With its name meaning "Land of the Andes," Terra Andina's award-winning wines represent the diversity of Chile's terroirs and varietal integrity. Led by Master Winemaker Oscar Salas, Terra Andina is redefining Chilean wines with three lines of wine: Terra Andina Varietals, Terra Andina Reserva and Terra Andina Altos, a range of unique blends. Wines include Chile's signature varietal, Carmenère, as well as Cabernet Sauvignon, Merlot, Pinot Noir, Cabernet Franc, Syrah, Malbec, Chardonnay and Sauvignon Blanc. These modern yet affordable wines share New World voluptuousness and Old World finesse and express the soul of the Andes. Terra Andina is also the first producer to pioneer the unique Carmenère-Carignan blend.

Terra Andina is backed by the Claro Group, which also owns the Santa Rita Winery. This relationship provides Terra Andina the financial stability for making investments in state-of-the-art technology, while maintaining the winery's total creative independence. For further information, please visit [www.terraandina.com](http://www.terraandina.com).

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