**For Immediate Release:**
**18 September 2001**

# Australian Wine Exchange Launches First Series of IPO's

AWX Capital Limited (AWX), Australia's first issuer of innovative Wine Class Shares, has announced the first in a rolling series of Initial Public Offers (IPO) for shares in premium-quality Australian wine. The first prospectus, which comprises 20 separate IPOs, is to open on September 21, 2001.

AWX is planning to list a new class of shares on the Stock Exchange of Newcastle (NSX), with the shares representing investments in the product of some of Australia's leading wine producers.

AWX provides access to the market structure through which investors can buy wine for pleasure or profit, with the first series of IPOs giving investors the opportunity to invest in up to 20 labels of wines from 13 different producers.

The producers comprise Clarendon Hills, Howard Park Wines, Katnook Estate, Knappstein Lenswood Vineyards, Orlando Wyndham, Port Phillip Estate, Red Hill Estate, Sally's Paddock, TarraWarra Estate, Turramurra Estate, Tyrrell's Wines and Xanadu Wines.

The first series of Initial Public Offers is valued at approximately $3.8 million.

The offer closes on November 1, 2001, with the shares expected to list on the NSX on December 13, 2001. Individual offers within the prospectus may close earlier.

It is the first of up to eight AWX prospectuses to be offered to investors over the next 12 months. Each prospectus will offer different wines, with investors able to nominate their preference for investing in either individual wines or all of the wines in each prospectus.

ASX Perpetual Registrars Limited will manage the central shareholder register and the shares will participate in CHESS.

Investors will be issued with Wine Class Shares - redeemable preference shares with average expiry dates of two years. Investors holding the shares at the pre-determined expiry date take delivery of the wine in which they invested.

The minimum application for shares in the offer is two shares, with the cost of shares dependent on the value of the wine in which the investor has subscribed.

Each share represents a single case of wine.

AWX founder and Chief Executive Stephen Thompson says the offering is unique internationally.

"It gives investors the opportunity to buy premium wine at an IPO price with the option to either take delivery of wine by retaining shares through to maturity or to trade shares on the NSX," says Mr Thompson.

"Before the shares are allocated to investors, the wines will be collected from each of the producers and professionally cellared in temperature-controlled facilities managed by publicly-listed logistics company Toll Holdings Limited."

Mr Thompson says about 130 wine producers across Australia have indicated their willingness to participate in up-coming IPOs. The response to this form of IPO has been very encouraging with a host of boutique producers through to public-listed wine groups committing to involvement.

"There is a realisation among the producers that AWX provides the opportunity to immediately access capital that is tied up in bottled inventory," says Mr Thompson.

"The producers set the initial price of their wine, and therefore the shares, but they do that with the knowledge that they have to consistently demonstrate shareholder value.

"It is unique in that shareholders are not investing in the earnings growth of the company. They are investing in the value of a case of bottled wine."

Investors holding shares at the redemption date take physical delivery of the wine. Other options following redemption may include continued storage of the wine or on-selling through groups such as Langton's Fine Wine Auctions.

**About AWX:**

AWX is an issuer of Wine Class Shares with initial public offers outlined in prospectuses being distributed by reputable financial institutions that include Commonwealth Securities, E*TRADE Australia, Macquarie Equities, Westpac Banking Corporation, Cameron Stockbrokers, Salmon Smith Barney Australia and other NSX-affiliated brokers. The Wine Class Shares will be listed for trading on the Stock Exchange of Newcastle (NSX) and will participate in CHESS. ASX Perpetual Registrars Limited are managing the shareholder register. Founded by Stephen Thompson in 1999, AWX's vision is to create a new capital market for wine producers and to broaden investor participation in the wine industry. AWX has received financial backing from Toll Holdings Limited and private investors.

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