



VINORDIC TRADE FAIR 2006

ABOUT VINORDIC

The Vinordic trade fair has become an important marketplace in one of the worlds most exciting and flexible markets for wines, spirits, beers and ciders. During Vinordic 2003 over 26,000 trade visitors visited the expo and 135 exhibitors participated. Vinordic 2006 will likely attract even more visitors.

MURAM INTERNATIONAL AB TO ATTEND VINORDIC

MURAM International AB continues its commitment to market its extensive portfolio of high-end Californian wines and will be pouring some of these wines during Vinordic at the California Wine Institute booth.

"We are very excited to attend Vinordic this year and we will pour several of our premium wines from our Santa Barbara County and Central Coast focused range of products," said Jan Freander, V.P. Marketing & Sales for MURAM International. "Even some rare, small-volume releases will be available."

MURAM recently announced new partnerships with several top California wineries, among them *Au Bon Climat* and *Qupé*.

On a related note, MURAM International has completed a deal to exclusively represent Phillips Distilling in all Scandinavian markets. Phillips Distilling is a Minnesota, USA-based distilling company, founded in 1904. Their product line includes a variety of spirits, including Phillips-Union, an exciting blend of Canadian and American whiskeys, with a hint of flavor. Some of these products will be available at the trade fair as well.

"We feel that Vinordic is an incredibly exciting opportunity to showcase the Phillips product line," said Bradford Schultze, MURAM's U.S. Business Development Manager. "Their extensive range of products, with their Minnesota heritage, are a natural match with the Scandinavian market."

MURAM BOOTH LOCATIONS AT VINORDIC

MURAM International / California Wine Institute

Booth #: C16:51

MURAM International / Phillips Distilling

Booth #: C18:51

CONTACT MURAM INTERNATIONAL AB

If you have any questions or want to arrange for a meeting with some of our sales representatives during the trade fair please contact MURAM International prior to the event.

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