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FOR IMMEDIATE RELEASE:

MURAM International AB Announces Expanded Product Line

STOCKHOLM – MURAM International AB, a family-owned Swedish wine and spirits importation firm, announced today that it has finalized representation agreements with three new leading American wineries, bringing its total wine portfolio to ten vineyards.

The new wineries, J. Lohr, EOS and Foxen, further dimensionalize and diversify MURAM's portfolio of high-quality, solid-value American wines, while also continuing the firm's specialization in California wines from Santa Barbara County and the Central Coast.

'We're very excited about these new partners,' said Heléne Schultze, MURAM's United States Business Development Manager. 'All three wineries are extremely well-regarded in the United States, and we feel that they are perfect fit with Sweden's expanding interest in California wines.'

MURAM's previously announced partners include boutique California wineries Au Bon Climat, Brander, Babcock, Beckmen, Firestone, Qupé and Zaca Mesa. Each of these wineries, according to Ms. Schultze, are relatively new to the Swedish market but have been warmly received by wine professionals in Stockholm.

Santa Barbara County and the Central Coast of California are not as well known outside the United States as Napa Valley or Sonoma, but many in the wine business regard these areas as world-class viticultural regions. Santa Barbara County is especially known for its Pinot Noir wines, which got a boost from their appearance in the Academy-Award nominated American independent film Sideways, while the Central Coast is a leading provider of Zinfandel.

Additionally, MURAM noted that it is expanding into the spirits market, formally representing a nearly 100 year old American spirits producer Phillips Distilling. Phillips is a fifth-generation family-owned company that produces several lines of spirits products, including its award winning UV Vodka line, which won a Gold Medal at the San Francisco World Spirits Competition, and Phillips-Union Whiskey, an intriguing blend of Canadian and Bourbon whiskeys that are flavored with cherry or vanilla extracts.

MURAM was founded in 2004 by veteran electronics importer Jan Freander and his son Peter. It has quickly made a name for itself as a leader in importing alternative wines from California. It has offices in Stockholm and Los Angeles. Information about MURAM International AB and its products can be found on the Internet at www.muram.com.

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