



Press Release

Amsterdam, 23 October 2007

AAC Capital Partners' portfolio company Baarsma Wine Group acquires Italian wine brand Canei

Baarsma Wine Group Holding (BWGH) today announces the acquisition of Italian wine brand Canei from Pernod Ricard. Winetracks International, a BWGH business unit, will manage the worldwide distribution and marketing of Canei, from the beginning of December 2007, subject to anti trust approvals. Baarsma Wine Group Holding is owned by AAC Capital Partners.

Baarsma Wine Group is also happy to announce that Frans Barel has become Chairman of the non-executive board.

Commenting on the acquisition of Canei, Cees de Rade, COO of Baarsma Wine Holding Group, said: "Canei offers a unique opportunity to enlarge our brand operation and will act as an international 'springboard' for our other brands. Canei offers significant potential, aligning well with the international demand for wines with a lower alcohol percentage."

Canei is known for the accessible character of its wines, with a low alcohol percentage and pleasant aftertaste. Canei has a strong market position and is sold worldwide, but has particularly strong sales in the Northern European market. In the Netherlands, Canei holds a top-3 position for Italian wines and worldwide over 10 million bottles of Canei were sold last year.

Baarsma Wine Group Holding has a leading position in the Benelux region with business units including Oud Reuchelin and Boelen, Baarsma Wine Group Nederland, Hasselt Millesime and Lovian. These specialised wine companies operate independently and hold strong market positions in different sections of the wine market. With a yearly turnover of over €200 million and over 300 employees it is a fast-growing company. The growth strategy of Baarsma Wine Group Holding currently focuses on further strengthening its market position in Northwest Europe.

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For further information please contact:

FD (for AAC Capital Partners)

Lucy Kelly +44 (0)20 7269 7256

Notes to Editors:

AAC Capital Partners

AAC Capital Partners (formerly ABN AMRO Capital) is one of Europe's leading private equity firms, with teams operating in three countries in Northern Europe (the Netherlands, UK, and Sweden). Total funds under management by AAC Capital Partners (as at 30 June 2007) were € 3.1 billion. AAC Capital Partners' main focus is to back management buyouts and management buy-ins of profitable, cash-generative Northern European companies, usually with a value between €50 – 500 million in the industrial, services and consumer sectors.

So far in 2007, AAC Capital Partners has executed seven buyouts (Ocean Media, Dunlop Aircraft Tyres, OyezStraker, T.G.I. Friday's, Baarsma Wine Group, Sdu, Vetus). AAC Capital Partners has recently completed exits from Global Garden Products, *FABORY*, TMI, Park Resorts and littala.

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