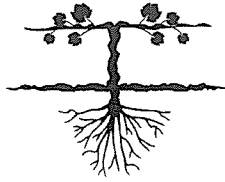


M C G U I G A N  
S I M E O N  
W I N E S L I M I T E D



**ABN: 78 052 179 932**

28th December 2007

***ASX Announcement***

**MCGUIGAN SIMEON TO CHANGE NAME TO AUSTRALIAN VINTAGE LIMITED**

McGuigan Simeon shareholders will vote next year to change the corporate name of the company from McGuigan Simeon Wines Limited to Australian Vintage Limited.

The Board recommends shareholders vote in favour of the name change to be considered at a meeting to be held on 30 January 2008.

"As Australian Vintage Limited we will have the chance to unite the business as one company as opposed to the multiple merged entities that we now have as a result of our growth over the past 15 years," said Chairman David Clarke.

The McGuigan family including; Brian who is on the Board, Neil McGuigan head of operations and Lisa McGuigan the ambassador of Tempus Two, support changing the company's name.

Chief Executive Officer, Dane Hudson said the name change made good sense.

"Nowadays, very few companies have the same corporate name as their retail brands to allow them to better protect and build a range of brands," said Dane Hudson. "The name change will help us pursue our strategies to strengthen and grow a range of brands for the company."

If approved by shareholders the Australian Securities Exchange (ASX) symbol for the company will change from MGW to AVG.

Further information:

Dane Hudson, Chief Executive Officer: Ph +612 8345 6323



000001 000 MGW  
MR JOHN SMITH 1  
FLAT 123  
123 SAMPLE STREET  
THE SAMPLE HILL  
SAMPLE ESTATE  
SAMPLEVILLE VIC 3030

28 December 2007

Dear fellow shareholders

I am writing to inform you that subject to your approval, we intend to change the name of your company to Australian Vintage Limited.

This in no way impacts our winemaking or the name of the wines that carry the McGuigan name. You will still be able to buy and enjoy all of your favourite, quality McGuigan wines as you do now. It also does not change the McGuigan or the Simeon heritage of our company of which we are very proud.

The McGuigan family, including Brian who is on the Board, Neil our head of operations and Lisa the ambassador of Tempus Two continue in their roles and support changing the company's name.

#### **Why are we changing our name**

Your Board believes the name change is in the best interest of the company and will enable management to strengthen and protect its McGuigan brand as well as the other brands that your company now owns. Some of our thinking behind this name change includes:

- As Australian Vintage Limited, we now have the chance to unite the business as one company, as opposed to multiple merged entities.
- The change will allow us to protect our brands better; for very good reasons few companies have the same corporate name as their retail brands.

#### **What will change**

- The corporate name of the company will change but you will hold shares in the same company (in the future to be called Australian Vintage Limited), which still owns the same assets, has the same Board and management, the same company constitution and dividend policy
- The Australian Securities Exchange (ASX) symbol for the company will change from MGW to AVG.
- Your shares will have the same economic value as before, only the name will change. You will still be able to access information as before. You will still deal with the same people inside the company and at the share registry.

McGuigan Simeon Wines Limited, Building D, 13 Joynton Ave, Zetland NSW 2018  
Phone: +61 2 8345 6377 Fax: +61 2 8345 6366 ABN 78 052 179 932

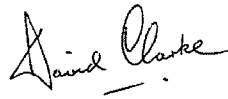
**What you do need to do**

The name change is subject to shareholder approval which will be sought at a meeting on 30 January 2008. **Your directors recommend that you vote in favour of the name change**

You can vote by returning the enclosed proxy form by 28 January 2008.

I would also like to take the opportunity to thank all shareholders for their ongoing support and wish you a safe and prosperous New Year.

Yours sincerely

A handwritten signature in black ink that reads "David Clarke". The signature is written in a cursive style with a horizontal line underneath the name.

**David S Clarke**  
**Chairman**

**McGuigan Simeon Wines Limited**

**ACN 052 179 932**

**Notice of Extraordinary General Meeting**

Notice is given that an Extraordinary General Meeting of McGuigan Simeon Wines Limited (the "Company") will be held in The Auditorium, Level 3, Macquarie Bank Limited, 1 Martin Place, Sydney, on Wednesday 30th January, 2008 at 9.00 a.m.

**SPECIAL BUSINESS**

**A. Change of Name**

To consider and if thought fit, pass the following resolution as a special resolution.

*"That the Company change its name to AUSTRALIAN VINTAGE LIMITED with effect from when the Australian Securities & Investment Commission alters the details of the Company's registration in accordance with the Corporations Act"*

**NOTES**

**1. Entitlement to Attend and Vote**

For the purposes of the meeting, those shareholders who are registered as members of the Company as at 9.00am Sydney time on 28 January 2008 will be voting members for the purpose of the meeting. Accordingly, transactions registered after that time will be disregarded in determining shareholders entitled to attend and vote at the meeting.

**2. Appointment of Proxies**

A member entitled to attend and vote at the above meeting is entitled to appoint a person as its proxy to attend and vote for the member at the meeting. An appointed proxy need not be a member of the Company and may be an individual or a body corporate.

A proxy appointed to attend and vote for a member has the same rights as the member to speak at the meeting and to join in a demand for a poll. An appointment may specify the number or proportion of the member's votes that the proxy is to exercise.

If you are entitled to cast two or more votes on a resolution at the meeting, you may appoint two separate proxies to vote on your behalf. Where two proxies are appointed, you may specify the number or proportion of votes that each may exercise, failing which each may exercise half of your votes. Fractions of votes will be disregarded.

A proxy form has been included with this Notice of Meeting. Further instructions on proxy voting are located on the back of the proxy form. If you wish to appoint a second proxy, please contact the Company's Share Registry, Computershare Investor Services Pty Limited, to acquire a second form. Contact details are located on the proxy form accompanying this notice.

The Proxy Form must be sent and received in accordance with note 4 below.

### 3. Power of Attorney

If a shareholder has appointed an attorney to attend and vote at the meeting (or if a proxy form is signed by an attorney), the power of attorney, or a certified copy of the power of attorney, must be sent and received in accordance with note 4 below.

### 4. Proxy Form and Power of Attorney Delivery

To be effective the proxy form and any power of attorney, or a certified copy of the power of attorney, (if any) under which the proxy is signed must be:

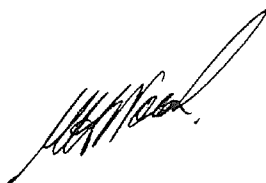
- received at the Company's Share Registry, Computershare Investor Services Pty Limited in the envelope provided (if mailing within Australia) or at GPO Box 1903, Adelaide SA 5001; or
- delivered to Computershare Investor Services Pty Limited at Level 5, 115 Grenfell Street, Adelaide, South Australia; or
- faxed to 08 8236 2305,
- no later than 9.00 am on 28 January 2008. As a practical matter, proxy forms returned by post or hand delivered to the above address will need to be received by Friday 25 January 2008.

If a shareholder has appointed an attorney to attend and vote at the meeting, the power of attorney, or a certified copy of the power of attorney, must be sent and received at the addresses or fax number referred to in the previous paragraph.

### 5. Corporate Representatives

If a corporate representative is to attend the meeting on behalf of a corporate member, a formal notice of appointment must be brought to the meeting. A copy of a valid form of appointment can be obtained from the Company's Share Registry or at [www.computershare.com.au](http://www.computershare.com.au).

Dated: 24 December 2007



**Michael Noack**  
**Company Secretary**  
By Order of the Board

**EXPLANATORY NOTES ON ITEM OF BUSINESS****Resolution 1 Change of Name**

The name 'McGuigan Simeon Wines Limited' is the result of a combination of acquisitions over the last 5 years.

The Board's objective was to re-brand the company under one corporate name in order to present a clear and global image.

The scope of the re-naming project included undertaking objective and independent analysis to ensure that the implications of a name change were fully identified and considered. The process involved conducting in-depth research, including -

Researching the culture and employment experiences of employees within the McGuigan Simeon Wines Group including staff impressions, perceptions and experiences;

Comparing and contrasting the companies within the McGuigan Simeon Wines Group to understand what is shared and what is unique;

Results of this research showed an overwhelming preference for AUSTRALIAN VINTAGE LIMITED as the holding company name. This is a company name that is already owned and utilised by McGuigan Simeon and so it will be extended to encapsulate the complete company.

Subject to Security holder approval of the company name change, McGuigan Simeon Wines Limited intends to change the name of McGuigan Simeon Wines Limited to AUSTRALIAN VINTAGE LIMITED.

**Recommendation:**

The Board unanimously recommends that Shareholders vote in favour of the special resolution to change the name of McGuigan Simeon Wines Limited to AUSTRALIAN VINTAGE LIMITED.