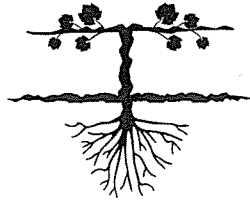


McG U I G A N
S I M E O N
W I N E S L I M I T E D

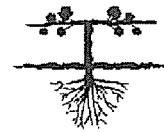


ABN 75 052 179 932

15th March 2007

Please find attached documents relating to the McGuigan Simeon Wines Limited Share Purchase Plan to be forwarded to shareholders Friday 16th March, 2007.

Michael H Noack
Chief Financial Officer &
Company Secretary



13 March 2007

Dear Shareholder

Share Purchase Plan – Offer to Shareholders

As announced to the Australian Stock Exchange (“ASX”) on 28 February 2007, the directors of McGuigan Simeon Wines Limited (“MSWL”) are pleased to invite you to participate in a share purchase plan (“SPP”) which will allow eligible shareholders the opportunity to purchase up to just under A\$5,000 of MSWL ordinary shares without brokerage or transaction costs.

The SPP is being offered following the successful placement by MSWL to institutional investors announced to the ASX on 27 February 2007 (“Placement”). The SPP shares will be offered at a price of A\$3.10. This is the same price to be paid by institutional investors who took part in the Placement.

This price is less than the volume weighted average price of A\$3.63 for all MSWL shares traded on the ASX determined over a specific period in the 30 days prior to this offer for the purpose of ASIC Class Order 02/831, namely the 5 trading days from 20 February 2007 to 26 February 2007. The closing price for MSWL’s shares on 26 February 2007 was A\$3.60 and on 12 March 2007 was A\$2.97.

You are eligible to participate in the SPP if you were a MSWL shareholder on 2 March 2007 and have a registered address in Australia or New Zealand. Participation in the SPP is entirely voluntary. The SPP is non-renounceable so eligible shareholders cannot transfer their rights to subscribe for shares under the SPP to other parties. New shares issued as part of the SPP will rank equally with existing fully paid ordinary shares on issue in MSWL.

The SPP will enable eligible shareholders, regardless of the number of MSWL shares they held on 2 March 2007, to subscribe for one of the following parcels of ordinary shares: 323 shares (A\$1,001.30 worth of shares @ A\$3.10), 968 shares (A\$3,000.80 worth of shares @ A\$3.10) or 1,612 shares (A\$4,997.20 worth of shares @ A\$3.10). The minimum application is A\$1,001.30 and the maximum is A\$4,997.20.

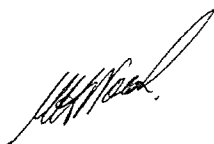
If you wish to participate in the SPP, please follow the instructions set out on the back of the enclosed Application Form. By applying for shares under the SPP, you agree to be bound by the Terms and Conditions of the SPP and the Constitution of MSWL (as amended). The Terms and Conditions of the SPP are set out overleaf.

MSWL encourages you to read the Terms and Conditions carefully. You should seek your own financial advice in relation to this offer and your participation in the SPP. MSWL makes no recommendation as to the desirability or otherwise of your participation in the SPP.

Please ensure that your Application Form is received by 5:00pm (Adelaide time) Friday 13 April 2007 at the address set out on the Application Form. Late applications will not be processed. Also take care in completing your Form, as it may not be possible to contact you before the closing date to correct any irregularities. Such Forms will be ineligible to participate in the SPP.

If you need assistance, please contact MSWL's share registry Computershare Investor Services on 1300 556 161 (within Australia) or 61 3 9415 4000 (outside Australia) or consult your stock broker or other financial adviser.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Michael Noack', written in a cursive style.

Michael Noack
Chief Financial Officer and Company Secretary
McGuigan Simeon Wines Limited



Please return completed form to:
Computershare Investor Services Pty Limited
GPO Box 1903 Adelaide
South Australia 5001 Australia
Enquiries (within Australia) 1300 556 161
(outside Australia) 61 3 9415 4000
Facsimile 61 8 8236 2305
web.queries@computershare.com.au
www.computershare.com

Entitlement Number:
Record Date: 2 March 2007
Offer Closes: 5.00pm (Adelaide time) 13 April 2007
Price per Share: A\$3.10

SHARE PURCHASE PLAN APPLICATION FORM

IMPORTANT:

This is an important document which requires your immediate attention. If you are in any doubt as to how to deal with this form please consult a professional adviser.

Pursuant to the terms and conditions of the McGuigan Simeon Wines Limited ("McGuigan") Share Purchase Plan (SPP) contained in the letter to McGuigan securityholders dated 16 March 2007, McGuigan is offering eligible securityholders the opportunity to purchase Shares up to a maximum value of A\$4,997.20 per eligible securityholder, subject to a minimum application of A\$1,001.30.

If you do not wish to purchase additional shares under this offer there is no need to take action.

By lodging this form with your cheque you confirm that you have read, understood and agreed to the terms and conditions of the MSWL SPP. You certify that the total cost of all shares purchased by you (including through joint and beneficial holdings) under this offer, and any similar offer made by MSWL in the 12 months prior to this application, does not exceed A\$5,000.00.

METHOD OF ACCEPTANCE

You can apply for shares and make your payment utilising one of the payment options detailed overleaf.

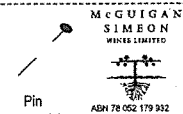
McGuigan may make determinations in any manner it thinks fit, in relation to any difficulties, anomalies or disputes which may arise in connection with or by reason of the operation of the SPP whether generally or in relation to any participant or application. Any determinations by McGuigan will be conclusive and binding on all eligible securityholders and other persons to whom the determination relates. McGuigan reserves the right to waive strict compliance with any provision of the terms and conditions of the SPP, to amend or vary those terms and conditions and to suspend or terminate the SPP at any time. Any such amendment, variation, suspension or termination will be binding on all eligible securityholders even where McGuigan does not notify you of that event.

This offer is Non-Renounceable - no Signature is required
Applications can only be accepted in the name printed on this form

MGW

SPRB

016204 - V2



Please see overleaf for Payment Options



Billers Code: _____
Ref No: _____

Pin
cheque(s)
here.
Do not
staple.

I/We wish to purchase:

323 shares or A\$1,001.30 or 968 shares or A\$3,000.80 or 1,612 shares or A\$4,997.20

*These share amounts may be subject to scale-back in accordance with the terms of the SPP.

Payment Details

| Drawer | Cheque number | BSB number | Account number | Cheque amount |
|----------------------|----------------------|----------------------|----------------------|--------------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | A\$ <input type="text"/> |

Make your cheque or bank draft payable to McGuigan Simeon Wines Limited Share Purchase Plan Account

Contact Details - Please provide your contact details in case we need to speak to you about this slip

Name of contact person

Contact person's daytime telephone number
()

How to accept the Share Purchase Plan

Payment Details

You can apply for shares by utilising the payment options detailed below. There is no requirement to return this slip if you are paying by electronic means.

By making your payment using either electronic means or by cheque, bank draft or money order, you confirm that you:

- agree to all of the terms and conditions of the Share Purchase Plan as enclosed with this form;

Alternatively, make your cheque, bank draft or money order payable to McGuigan Simeon Wines Limited Share Purchase Plan Account in Australian currency and cross it Not Negotiable. Your cheque or bank draft must be drawn on an Australian branch of a financial institution. Please ensure you submit the correct amount. Incorrect payments may result in your application being rejected. Complete cheque details in the boxes provided.

If paying by cheque, return the Application Slip and Cheque, Bank Draft or money order in the envelope provided.

Cheques will be processed on the day of receipt and as such, sufficient cleared funds must be held in your account as cheques returned unpaid may not be re-presented and may result in your Application being rejected. Pin (do not staple) your cheque(s) to the Share Purchase Plan Application Slip where indicated. Cash will not be accepted. A receipt for payment will not be forwarded.

Contact Details

Enter the name of a contact person and telephone number. These details will only be used in the event that the registry has a query regarding this form.

Lodgement of Application

If you are applying for shares and your payment is being made either by BPAY, you do not need to return this form. Your payment must be received by no later than 5.00pm (Adelaide time) on 13 April 2007. It is the responsibility of the applicant to ensure that funds submitted through BPAY are received by this time.

If you are paying by cheque, bank draft or money order, your Application Slip must be received at the Adelaide office of Computershare Investor Services Pty Limited (CIS) by no later than 5.00pm (Adelaide time) on 13 April 2007. You should allow sufficient time for this to occur. A reply paid envelope is enclosed for securityholders in Australia. New Zealand holders will need to affix the appropriate postage. Return your Application Slip with cheque, bank draft or money order to either of the addresses listed below.

Privacy Statement

Personal information is collected on this form by CIS, as registrar for securities issuers ("the issuer"), for the purpose of maintaining registers of securityholders, facilitating distribution payments and other corporate actions and communications. Your personal information may be disclosed to our related bodies corporate, to external service companies such as print or mail service providers, or as otherwise required or permitted by law. If you would like details of your personal information held by CIS, or you would like to correct information that is inaccurate, incorrect or out of date, please contact CIS. In accordance with the Corporations Act 2001, you may be sent material (including marketing material) approved by the issuer in addition to general corporate communications. You may elect not to receive marketing material by contacting CIS. You can contact CIS using the details provided on the front of this form or E-mail privacy@computershare.com.au

If you have any enquiries concerning this form or your entitlement, please contact CIS on 1300 556 161.

This form may not be used to notify your change of address. For information, please contact CIS on 1300 556 161 or visit www.computershare.com (certificated/issuer sponsored holders only).

CHES holders must contact their Controlling Participant to notify a change of address

016204 - V2

S P R B

M G W



Payment Options:



Billers Code: 123456

Ref No: 123412341234123412

Telephone & Internet Banking – BPAY

Call your bank, credit union or building society to make this payment from your cheque or savings account. More info: www.bpay.com.au



By Mail
McGuigan Simeon Wines Limited
Computershare Investor
Services Pty Limited
GPO Box 1903
Adelaide SA 5001
AUSTRALIA



In Person
Computershare Investor
Services Pty Limited
Level 5
115 Grenfell Street
Adelaide SA 5000
AUSTRALIA



Entitlement Number: <xxxxxxxxxx>

SAMPLE CUSTOMER
SAMPLE STREET
SAMPLE STREET
SAMPLE STREET
SAMPLE STREET
SAPLETOWN TAS 7000

MCGUIGAN SIMEON WINES LIMITED

SHARE PURCHASE PLAN

TERMS AND CONDITIONS

13 March 2007

Participation in the Plan

Participation in the McGuigan Simeon Wines Limited ("MSWL") Share Purchase Plan ("SPP") is open to all shareholders who, as at 2 March 2007, are registered as holders of shares in MSWL and whose address as shown in the MSWL register is in Australia or New Zealand or in such other jurisdictions in which it is lawful and practical for shares to be offered and issued in the reasonable opinion of the directors of MSWL.

Participation in the SPP is optional and is subject to these terms and conditions.

Offers

Offers made under the SPP are non-renounceable. Offers under the SPP will only be made once in any consecutive period of 12 months (unless otherwise determined by the directors of MSWL) and on such terms and conditions as MSWL thinks fit.

If the exact amount of money is not tendered, MSWL reserves the right to return the Application Form and application money.

Maximum Amount and Multiple Holdings

The maximum amount of shares that any shareholder may subscribe for under the SPP is A\$5,000.

This limit applies to each shareholder irrespective of the capacity in which they hold shares in MSWL – whether as sole holder, first named holder of two or more joint holders or as a subsequent named holder of two or more joint holders – and even if you receive more than one offer letter from MSWL. MSWL reserves the right to reject any application for shares under the SPP where it believes that this rule has not been complied with.

If you act as trustee or nominee, you may apply for up to A\$5,000 of shares for each beneficiary where you are expressly named on the MSWL share register as holding shares for the named beneficiary. In this case, you should lodge with your Application Form a list identifying each beneficiary applying for shares under the SPP.

Pricing

The issue price for shares under the SPP is A\$3.10. This is the same price to be paid by institutional investors who took part in the placement by MSWL announced on 27 February 2007.

This price is less than the volume weighted average price of A\$3.63 for all MSWL shares traded on the ASX determined over a specific period in the 30 days prior to this offer for the purpose of ASIC Class Order 02/831, namely the 5 trading days from 20 February 2007 to 26 February 2007.

Please note that the market price for MSWL's shares may rise or fall between the date of an offer under the SPP and the date shares are allotted to you under the SPP. This means that the price you pay for shares under the SPP may exceed the market price of MSWL shares at the time shares are allotted to you under the SPP. Accordingly, you are encouraged to seek your own financial advice in relation to an offer under the SPP and your participation in the SPP.

Acceptance

To apply for shares under the SPP, a correctly completed Application Form together with the appropriate payment must be sent so as to reach MSWL's registry offices in Australia by the date and time set out on the Application Form.

Scale Back

MSWL may, in its absolute discretion, scale back applications to the extent and in the manner it sees fit, including for the purpose of complying with ASX Listing Rule 7.2, Exception 15.

If scaling back does take place, the difference between the parcel you selected and the scaled back amount, together with the surplus from rounding down your application, will be refunded to you. The refund cheque will be enclosed with a transaction confirmation statement sent to you following the allotment of shares under the SPP. No interest will be paid on any application money refunded to you.

Payment methods

Payment may be made by cheque or BPAY in A\$ only. Payment details are set out on the Application Form.

Allocation

Shares will be allocated under the SPP as soon as practicable after the closing date. Shares allocated under the SPP will rank equally in all respects with existing shares in MSWL and will carry the same voting rights, distribution rights and other entitlements.

A holding statement (or other applicable evidence of title) will be issued in respect of shares allocated under the SPP.

MSWL will apply for shares allocated under the Plan to be quoted on ASX in accordance with the ASX Listing Rules.

Other costs of participation

No brokerage, commission, stamp duty or other transaction costs will be payable by shareholders in respect of the acceptance of offers for, and allotment of, shares under the SPP.

Shareholders resident in countries other than Australia who are eligible to participate in the Plan are responsible for obtaining any approvals from relevant authorities for the acceptance of, and payment for, the offer.

Modification, suspension and termination of the Plan

MSWL may, in its absolute discretion, modify, suspend or terminate the SPP at any time (including the closing date) and will notify the ASX of any modification, suspension or termination. Failure to give notice of modification, suspension or termination or the non-receipt of such notice will not invalidate the modification or termination.

MSWL may allot to any person fewer shares than the number applied for under the SPP (or none at all) if it believes that the allotment of those shares would contravene any law or the rules of any stock exchange on which MSWL shares are listed.

Dispute Resolution

MSWL may settle in any manner it thinks fit any disputes or other matters which may arise in connection with the SPP, whether generally or in relation to any particular participant, application or share. The decision of MSWL shall be conclusive and binding on all participating shareholders and other persons to whom the determination relates.

MSWL reserves the right to waive compliance with any provision of these terms and conditions.

Inconsistency

Unless otherwise determined by the directors of MSWL, in the event of any inconsistency between the terms and conditions of the SPP and the MSWL Constitution, the terms of the MSWL Constitution will prevail.