



FOR IMMEDIATE RELEASE

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**Martin McCarthy Promoted to Sales Manager
of Tonnellerie Radoux USA, Inc**

Bordeaux, France (February 1, 2011) — Christian Liagre, CEO of Tonnellerie Radoux, is pleased to announce the appointment of Martin McCarthy as Sales Manager of Tonnellerie Radoux USA Inc. for Radoux barrels and Pronektar alternative products for oenology.

Martin McCarthy has over 10 years of winery and cooperage experience. He has been with Santa Rosa, CA based Radoux USA for the last 7 years and on top of his new responsibilities, will keep his role as Radoux Regional Sales Manager for Napa Valley, North East California as well as Product Manager of Pronektar.

About Tonnellerie Radoux

With its American subsidiary Tonnellerie Radoux USA (www.radouxcooperage.com), Tonnellerie Radoux (www.radoux.fr) is one of the World's leading cooperages, manufacturing the finest French oak barrels, tanks, puncheons, casks, chips and insertable staves. The company also makes high-quality oak barrels from Eastern European forests as well as the United States from the three regions renowned for their white oak: Minnesota, Missouri and Appalachia. Established in 1947, Tonnellerie Radoux is certified by ISO 9001:2008 standards, and is recognized by the quality-assurance agency Bureau Veritas. The cooperage was recently awarded the 2010 Vinitech Gold Trophy for Innovation for its OakScan system of tannin measurement.

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