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'SAVE MIGUEL' WINS AT OENOVIDEO FESTIVAL

Amorim's innovative 'Save Miguel' video has won two prestigious awards at Oenovideo — the International Grape and Wine Film Festival.

The Save Miguel production was awarded 'Best Original Screenplay' and also collected the 'Peoples' Choice Award' presented by the festival's host city, Nuits-Saint-Georges in Burgundy, France.

In announcing the awards, Oenovideo organisers acknowledged Save Miguel director Sean Ashcroft together with leading American director Martin Scorsese and British director Howard Greenhalgh, whose short films also collected awards.

Oenovideo is the world's oldest festival dedicated to the value of the image of grapes and wine through cinema.

Almost 100 films from 12 countries were entered in the 2009 competition. Of these only 12 received awards, which will be officially presented on 9 September at the French Senate building, Palais du Luxembourg, in Paris.

The Save Miguel video features Hollywood actor Rob Schneider.

It is the cornerstone of an online educational campaign developed by Amorim to promote the environmental qualities of cork oak forests and natural cork products.

In the video, Schneider embarks on a quest to find 'Miguel' and save him. Following an amusing journey he discovers that Miguel is in fact a mature cork oak tree, deep in the heart of the Portuguese forests.

"Everyone involved in the production of the Save Miguel video is thrilled that it has been acknowledged at this year's Oenovideo festival," said Carlos de Jesus, Amorim's director of marketing and communications.

“It was particularly pleasing to collect the Peoples’ Choice Award as this indicates that the environmental messages in the video struck a chord with festival patrons.

“The video is light-hearted in style, but it has a very serious message about climate change.

“It was designed to inform consumers of the social, environmental and economic benefits of using cork products, and in particular the positive impact of purchasing wine with natural cork closures.

“We believe it has played and continues to play an important role in spreading those messages.”

Launched by Amorim last August, the Save Miguel campaign also features an educational website — www.savemiguel.com. Both the website and video quickly secured a strong global presence, reaching hundreds of thousands of consumers worldwide.

In just three months, the online video content associated with the campaign was viewed more than 450,000 times. The website attracted 50,000 unique visitors in its first month online. It continues to attract strong support, averaging 5000 visitors a month to take the total to more than 100,000. At the same time, a FaceBook group has attracted more than 5000 members.

Earlier this year the Save Miguel campaign was nominated by UK trade publication *The Drinks Business* as one of the reasons it rated Amorim number 25 in a global ‘top 50’ ranking of companies with strong environmental influence.

To view the Save Miguel video or for more information on the Save Miguel campaign visit www.savemiguel.com

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ABOUT CORTICEIRA AMORIM, SGPS, S.A.

Tracing its roots to the 19th century, Corticeira Amorim has become the largest cork and cork-derived company in the world, generating over Euro 450 million in sales throughout more than 100 countries. Corticeira Amorim and its subsidiaries are an integral part of a conservation effort to guarantee the survival of hundreds of thousands of cork oak trees throughout the Mediterranean Basin. We are proud of our contribution to the correct utilisation of these important forests that represent a key role in CO₂ retention, preserving biodiversity and preventing desertification. We encourage you to learn more by visiting informative websites such as www.corkfacts.com or www.realcork.org or www.corticeiraamorim.com