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## **AMORIM ACHIEVES WINE CORK SALES RECORD**

Amorim, the world's leading cork producer, has announced record annual sales, with more than 3 billion wine stoppers sold in 2010.

The outstanding sales volume figure was included in the company's 2010 financial results released last week.

Amorim's Cork Stoppers Business Unit — the company's core business — posted a sales volume increase of 13.8 per cent, further consolidating its position as the world's largest supplier of wine stoppers.

Amorim recorded significant sales volume and sales revenue growth in all of its major 'Old World' wine markets, with France, Italy and Spain breaking historical sales volumes with growth rates ranging from 10 to 29 per cent.

Double-digit sales revenue growth was also recorded in prominent 'New World' wine markets such as Argentina and Australia, with the latter posting a significant 17.4 per cent increase in sales revenue. In Chile, Amorim's growth reached 9.1 per cent.

In the United States, Amorim registered a 22 per cent growth in sales volume and a 20 per cent increase in sales revenue, posting yet another sales record in this key market.

A return to natural cork closures by major retailers in the United Kingdom saw unit sales in this market increase by almost 50 per cent in 2010.

Sales of all types of stoppers were higher worldwide including whole natural cork closures, champagne stoppers and technical corks.

"Passing the 3 billion barrier is an exceptional result — particularly when you consider that in 2010 we were emerging from the global financial crisis," said Amorim's chairman and CEO, António Amorim.

“Along with the outstanding sales result, we witnessed strong consumer preference for cork in the US, an increase in the use of cork by the ‘Top 100’ US wine brands and a return to cork by major supermarkets in the UK.

“There was also recognition in the wine and spirits industries that Amorim is the company to talk to for key projects, particularly when it comes to sealing the world’s most precious beverages.”

Mr Amorim said that natural cork was enjoying a renaissance in many sectors — including building, design and fashion — due to a growing understanding of the added value that natural cork brings to a product.

“This is also evident in the drinks sector with increasing awareness of cork’s environmental advantages and acknowledgement of the added value of a quality natural cork closure.

“In the wine industry, we have seen a number of wineries return to cork in the past 12 months based on significant improvements in cork’s performance, consumer preference, sustainability and concerns over issues with alternative closures.”

The annual worldwide market for wine stoppers is estimated at 17 billion with the cork industry producing approximately 12 billion stoppers, giving it 70 per cent of the total global wine closure market.

Amorim’s 2010 sales result means it now accounts for about 26 per cent of total cork stopper sales for the year and has greater sales volume than any of the types of alternative wine closures currently in the market place.

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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](http://www.corkfacts.com) or [www.realcork.org](http://www.realcork.org) or [www.corticeiraamorim.com](http://www.corticeiraamorim.com)