
Casillero del Diablo introduces its new release:

Casillero del Diablo Reserva Privada

Santiago March 27, 2007:

After asserting itself as one of the world's most relevant wine brands, Casillero del Diablo embarks on the new adventure of launching its first limited edition bottling: *Casillero del Diablo Reserva Privada*. This is a unique, exclusive, innovative and more complex wine, geared towards ever more knowledgeable and demanding palates.

Marcelo Papa, chief winemaker for Casillero del Diablo, and the Concha y Toro agricultural team worked for years to develop this outstanding wine. Their efforts crystallized in 2005, which brought one of the best harvest seasons Chile has seen in decades, and set the stage for the first vintage of Casillero del Diablo Reserva Privada to become a reality.

Our debutant wine is an assemblage, made of selected fruit from vineyards located in the Pirque and Peumo regions. The blend

consists of 65% Cabernet Sauvignon from Pirque, the same Maipo Valley origin where Casillero del Diablo is born, and 35% Syrah from the Peumo hills in the Rapel Valley.

Casillero del Diablo Reserva Privada spent 14 months aging in French oak barrels, an extensive wood cellaring period which added complexity to the wine.

This new release intends to position the brand in new price brackets and appeal to different market niches, as part of a larger effort to expand the universe of consumers and consuming opportunities.

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