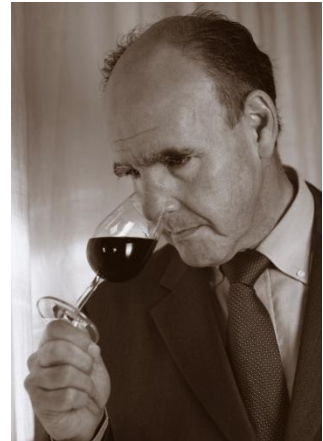


GEORGE SANDEMAN

George Sandeman is Board Member with responsibility for Public Relations and Institutional Representation of Sogrape Vinhos, Portugal's leading family-owned fine wine company.

George Thomas David Sandeman was born in London, in September 1953, and was brought up in England and Spain. The eldest son of the 7th generation of the Sandeman family, who began trading in Portos and Sherries in 1790, the traditions and heritage of the making of Porto and Sherry have been on both sides of his family for generations (his mother is from the Sherry producing Valdespino family).



This background instilled a love for the wines of Portugal and Spain, and he began his apprenticeship in the wine business in 1971. He worked in Oporto, Portugal, and Jerez, Spain, as well as several different wine companies before joining The House of Sandeman in London in 1977.

In 1980, Sandeman became part of the Seagram Company and George joined the Marketing Division of The Seagram Wine Company in New York. In 1984, he became Brand Manager for Sterling Vineyards and The Monterey Vineyard California wines at The Seagram Classics Wine Company.

He was subsequently promoted to the position of Vice President Marketing at Seagram Chateau and Estate Wine Company, in New York. In 1990, he was appointed General Manager for The House of Sandeman and in 1991 became Chairman following the retirement of his father, Mr. David Sandeman.

In 2002, following the acquisition of The House of Sandeman by Sogrape Vinhos, George joined the Board of the Company with responsibility for Sogrape International Sales, as well as setting up the new area of Institutional Representation in the wine forum. In February 2006, George expanded this role assuming a full time responsibility of the Institutional Representation for Sogrape Vinhos and in 2009 added the responsibility for the company's Public Relations.

George Sandeman is responsible for the Public Relations area of Sogrape Vinhos, including Press Office, Visitor Areas and Brand Ambassadors. He has several institutional roles in the sector where he is a member of the Scientific and Technical Committee of OIV, Vice President of the Inter-professional Council of the IVDP (Port and Douro Wine Institute), is his third term as President of the AEVP, (Association of Port Wine Companies) and a Director of ACIBEV, Portugal's Wine & Spirits Trade Association. He was President of Comité Vins in Brussels from 2001- 2004.

As a Vice President of Comité Vins in Brussels, George is Chairman of the Social Aspects Committee of Comité Vins in Brussels, and spokesperson for "Wine in Moderation", the EU Wine Sector program to encourage the culture of Moderate and Responsible Consumption of Wine.