



Press Release – final

HOW MUCH IS YOUR WINE CELLAR WORTH?

London, 15th November 2006

The London International Vintners Exchange (Liv-ex) today has launched 'Cellar Watch' at www.liv-ex.com. For the first time fine wine collectors will be able to value their cellar in real time with the most up-to-date prices available in the market. Liv-ex's directors have pioneered the application of financial principles to wine collecting and developed the largest proprietary databank of fine wine prices in the world.

James Miles, founding director, said today "Liv-ex's pricing information has hitherto been available only to merchants and traders. From today, everyone can have access to the same information as the professionals."

The Liv-ex 100 index has risen +43.2% to 13th November this year, outperforming other asset classes such as oil, copper and gold, the FTSE and Dow Jones.

30 December 2005 to 13 Nov. 2006	Change
Liv-ex 100 - Fine Wine Index	+43.2%
Copper	+41.8%
Gold (Spot)	+21.0%
Dow Jones	+13.2%
FTSE	+10.2%
Bunds	-3.2%
Crude Oil	-4.0%

Ends

For further information please contact:

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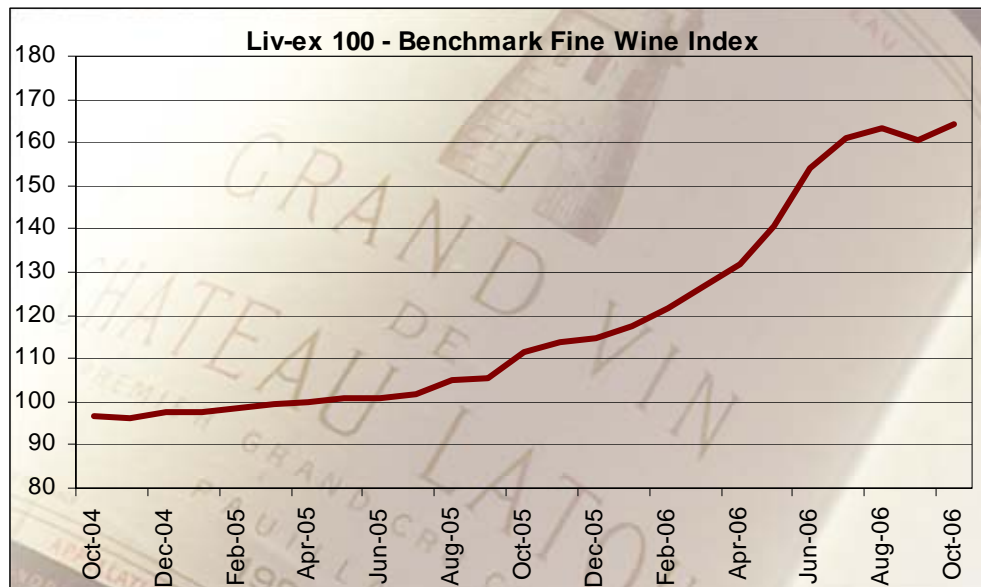
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Notes to Editors:

The London International Vintners Exchange (Liv-ex Ltd) is an electronic market place for fine wine. It runs a trading platform for a global network of professional traders and merchants. It was founded in 1999 by two former stockbrokers, James Miles and Justin Gibbs.



The Liv-ex 100 fine wine benchmark index is available on Bloomberg [Ticker: LIVX100]. The component wines must have achieved both critical acclaim and be frequently traded. The Liv-ex 100 is 91.7% weighted to Bordeaux wine. Wine prices are calculated on the mid-price between the bid and offer on the Liv-ex platform. The weighting of the index is calculated to include both production and scarcity in addition to price. This makes the index more investable and easier to replicate for investors. Further information on current weightings and components can be viewed at www.liv-ex.com.

Available on request:

- A free login for platinum 'Cellar Watch'
- Photographs of James Miles and Justin Gibbs
- Monthly market report
- Liv-ex 100 index in high-resolution .jpeg