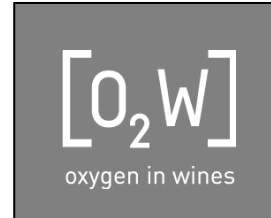


# PRESS RELEASE

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## **Consorzio Toscana Joins O2inWines™**

*Italian Winery Consortium Brings Micro-Oxygenation Expertise to Non-Profit Organization*

**TOULOUSE, FRANCE (July XX, 2010)** – O2inWines™, the international association of oxygen management in wines, welcomes its 18th member, Consorzio Toscana ([www.consorziotoscana.it](http://www.consorziotoscana.it)), a group of 13 major wine companies from Tuscany, Italy.

“Consorzio Toscana is a dynamic group that brings strong professional expertise in the management of micro-oxygenation to the O2inWines™ organization,” said Dr. Olav Aagaard, president of O2inWines™ and global director of oxygen management business for Nomacorc.

Established in 2004 to develop innovative tools and techniques to improve wine quality, Consorzio Toscana manages applied research projects in its proprietary, state-of-the-art experimental winery. Member wine producers propose the focus of wine management research based on their winemaking needs.

In addition, Consorzio Toscana has collaborated with scientific and institutional partners Fondazione Edmund Mach – San Michele all’Adige and University of Padova to establish new parameters for the monitoring and management of oxygen in wine aging and maturation.

“Through our research initiatives, we recognized the critical importance of measuring and regulating oxygen particularly during the development of red wines,” said Alessandra Biondi Bartolini of Consorzio Toscana. “We are eager to share our experiences, learn from the research of other O2inWines™ partners and further enhance our external consulting services.”

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### **About O2inWines™**

O2inWines™ is an international nonprofit association created by industrial and academic leaders in the wine industry. It is composed of suppliers and service providers to the wine industry, all leading innovators in their fields and heavily involved in researching oxygen management. World-renowned researchers underscore the quality of the research programs facilitated by the association. The objective of the association is the promotion of scientifically based solutions for oxygen management challenges in the wine industry. O2inWines™ is based in Toulouse, France. For more information, visit [www.O2inWines.org](http://www.O2inWines.org).

For more information, please contact Laetitia Saby +33 (0)534 558 806/ +33 (0)625 459 3 91  
[l.saby@O2inWines.org](mailto:l.saby@O2inWines.org)

O2INWINES 9 rue Louis Courtois de Viçose – Boîte A12 - 31100 TOULOUSE – France

[www.O2inWines.org](http://www.O2inWines.org)

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