

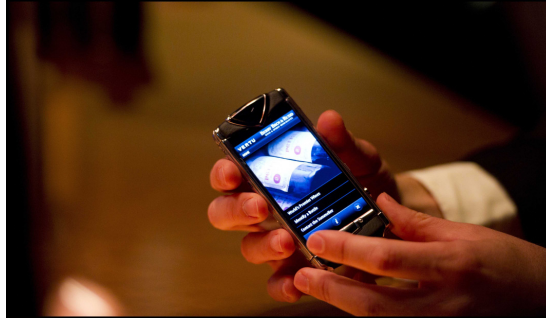


BERRY BROS & RUDD

WINE & SPIRIT MERCHANTS

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Berrys' launches Sommelier App with Vertu



Berry Bros. & Rudd, Britain's oldest wine merchant, has joined forces with Vertu the market leader in luxury mobile phones to offer a unique Sommelier App. The unique wine app is one of three services to feature on Vertu's latest smartphone, Constellation, which has been created to complement and enhance a discerning lifestyle seamlessly.

As a Vertu owner, direct access is given to Berry Bros. and Rudd, who provide an experienced team of fine wine advisors, each offering a personal service, quality advice and assistance. In essence, customers will have the ultimate Sommelier at the touch of a button.

Simon Staples, Berrys' Sales and Marketing Director, says the decision to join forces with Vertu was down to their belief in good old customer service.

"They offer the ability through their touch screen apps and concierge service to get into the most exclusive events, concerts, restaurants in 200 key cities throughout the world," says Simon, who adds: "We have been working with Vertu for almost a year on developing what I believe to be the most intuitive and useful wine app out there. Not only can you view all the information on your favourite wines, vintages, producer profiles and wine ratings etc but you can seek advice from our wine experts 24-hours a day via the Vertu Concierge."

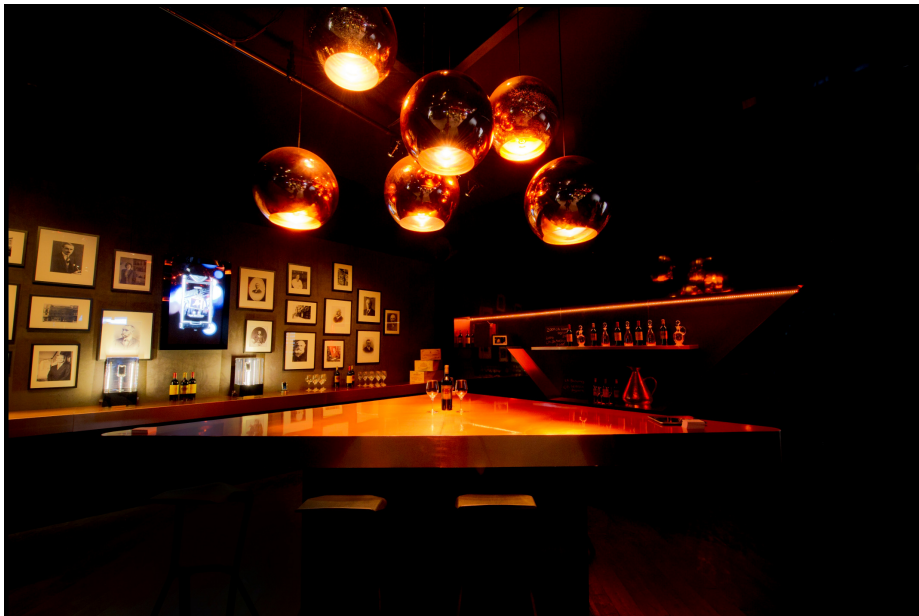
Berrys' wine experts are renowned for hosting the best tastings and educational events on the wine calendar, often with representatives of some of the finest wineries as guest presenters. As an exclusive to Vertu owners, Berrys will be hosting additional dates to these highly sought-after events in the UK, Asia and the USA.

As another exclusive, Berrys can also offer first refusal on some unique collectable products such as Jeroboam and Imperial bottles from top producers around the world. Vertu owners can also benefit from the exclusive 'Identify a Bottle' feature by photographing any wine bottle label and sending it

to Berrys' Fine Wine team, who will reply with tasting notes, purchasing advice or alternatives which may be of interest.

Perry Oosting, President of Vertu says: "Vertu has as always applied its values of an authentic, tailored, luxury experience to our latest smartphone, creating a touch screen handset that is as functional as it is beautiful. At Vertu we are continually recognising the needs of our customers through the development of Vertu Concierge. This is showcased through an exclusive range of carefully curated apps to ensure that the Vertu exclusive services and information are relevant and integrated to lifestyle."

Vertu prides itself on being a pioneer of delivering relevant, tailored luxury information and services direct to a mobile handset through Vertu Concierge and continues to expand this proposition to deliver an unparalleled customer service. The two other tailor-made apps are provided by security specialists, Protector Services Group, and Club access, a network of private clubs around the world.



Ends

Note to editors:

Constellation Satin Brown - €4,400

Constellation Polished Black/Polished Pink - €4,900

Constellation Black Alligator - €6,500

Constellation Black Alligator with Diamonds/White Alligator with Diamonds- €7,900

Constellation Red Gold Mixed Metals- €10,900

Vertu is the pioneer and leading manufacturer of luxury mobile phones. Created to complement the discerning customer's lifestyle, Vertu offers tailored, luxury services in combination with the finest in design, engineering and manufacture. With three distinct collections- Signature, Ascent and Constellation- Vertu uses innovations in manufacturing technology with traditional technology and traditional craftsmanship, assembling each phone at the company's headquarters in England. Vertu

is available in over 500 stores, including over 70 Vertu boutiques, in 66 countries worldwide. For more information please visit www.vertu.com.

Over 310 years ago, Berry Bros. & Rudd opened its shop at 3 St James's Street, opposite St James's Palace, where it still stands today. Berrys now has shops in Hong Kong and Basingstoke, as well as a business in Japan and duty free presence in Dubai. Berrys' range comprises over 3,000 wines and services include The Wine Club, The Cellar Plan, Fine & Rare Wine Advice, comprehensive Wine Tastings, Fine Dining and Wine School. The cellars and Pickering Place at Berrys' are available for corporate entertaining, cocktail parties and wine tastings. Berrys award-winning website www.bbr.com is a one-stop shop online and includes expert advice from Berrys' own wine advisors.

For further discussion on this and other topics with Berrys' experts please visit [Berrys' Wine Blog](#). To view Simon Staples' blog on the Vertu launch in Shanghai

To keep up-to-date with the latest wine news from Berrys as it happens, follow @berrybrostrudd on Twitter. It only takes a few seconds and it's free. Become a fan of Berrys' on Facebook at www.facebook.com/berryswine.

