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FOR IMMEDIATE RELEASE

**LOOSEN BROS. USA APPOINTED EXCLUSIVE U.S. IMPORTER FOR THE RIESLINGS OF
CARL VON SCHUBERT/MAXIMIN GRÜNHAUS
The Famed Ruwer Valley Estate Dates Back to A.D. 966**

OREGON CITY, Oregon, December 1, 2011 – [Loosen Bros. USA](http://www.loosenbros.com), the U.S. import company owned by Ernst Loosen of Germany's [Dr. Loosen estate](http://www.drloosen.com), has reached an agreement with the highly regarded Mosel producer, Dr. Carl von Schubert, to become the sole U.S. importer for the wines of Maximin Grünhaus. The change of importer will be effective as of Jan. 1, 2012.

Carl von Schubert is the fifth generation of his family to own the estate, which produces exceptionally distinctive wines and is a perennial favorite among wine lovers and Riesling experts around the world. As an internationally prominent producer of top-quality Rieslings, Carl naturally found a good friend in Ernst Loosen, an ardent admirer of the Maximin Grünhaus wines. "The Grünhaus wines have a totally unique taste," says Loosen. "They really capture the special terroir of the Ruwer valley and are quite unlike anything we produce in the Middle Mosel. They are truly extraordinary wines and we're extremely happy to be working with Carl in the U.S. market."

"I was very excited when Ernst Loosen suggested to me that Maximin Grünhaus could become part of his U.S. portfolio," said Carl von Schubert. "Having the same philosophy of quality and being friends is the best possible basis for a successful cooperation."

The Maximin Grünhaus estate lies at the foot of a long, steep, south-facing slope of wholly owned vineyards on the left bank of the tiny Ruwer river, about two kilometers before it joins the Mosel. Viticulture has been practiced there since Roman times. The estate was first documented in A.D. 966, when it was owned by the Benedictine monastery of St. Maximin, in the nearby city of Trier. It was secularized by Napoleon in the early 1800s and acquired by the von Schubert family in 1882.

More information about von Schubert/Maximin Grünhaus at <http://www.vonschubert.com>.
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About Loosen Bros. USA

Loosen Bros. USA is the sole U.S. importer of the wines of celebrated Riesling producer Ernst (Ernie) Loosen, including Dr. Loosen (in Germany's Mosel valley) and J.L. Wolf (in the Pfalz). Loosen Bros. also offers a select group of extraordinary wines made by good friends of Ernie Loosen in other regions of Germany, as well as Switzerland, France and the United States. Loosen Bros. USA is based in Oregon City, Oregon. For more information, please visit www.loosenbrosusa.com.