



180 VARICK STREET
SUITE 1514

NEW YORK NEW YORK
10014

TELEPHONE
212 625 3670

WEB
www.hirstpacific.com

HIRST PACIFIC LTD CREATES *GIRL GO LIGHTLY*[™], A NEW WINE BRAND FROM DIAGEO CHATEAU & ESTATE WINES.

NEW YORK, May 7, 2013 - Diageo Chateau & Estate Wines, the premium wine division of Diageo, has unveiled the Hirst Pacific Ltd design of its *Girl Go Lightly*[™] lifestyle series of wine.

Girl Go Lightly's design captures the spirit of the 21st Century woman's refined taste and sensibilities. A celebratory sense of elegant femininity surrounds our beautiful heroine, the brand's central icon, as she floats gently off the ground. She is a social, stylish and fun modern woman.

The *Girl Go Lightly*[™] brand evokes this unique sense of femininity, and the wine's light and refreshing character. While reinforcing the brand's attributes the name was inspired by the image of the floating girl being elevated by the balloons. "Once the name materialized, it brought to mind Audrey Hepburn's legendary character of Holly Golightly, from *Breakfast at Tiffany's* whose spirit and style personifies the caricature of our floating girl," says Kenneth Hirst, President of Hirst Pacific Ltd.

The "balloon girl" image expresses the light and refreshing cues of the wine itself, metaphorically lifting the girl off her feet. The label's soft pastel colors on the balloons, and the girl's flirtatious skirt convey the flavors and aromas of the wine, reminiscent of fresh fruits. Similarly, the varietals of *Girl Go Lightly*[™] are distinguished by their own color, pink for Rosé, pale green for Moscato and a canary yellow for the Chardonnay.

Girl Go Lightly[™] wines with naturally lower alcohol levels of only 11% ABV per varietal capitalize on a growing consumer demand for lower alcohol and lighter calorie offerings, and are now available across North America.