

iDealwine signs a partnership to accelerate its international development

Paris, April 9th, 2014: *iDealwine, one of the leading French online wine distribution companies, announces a new partnership to boost its international development.*

iDealwine and LM Holding, company owned by May-Eliane de Lencquesaing have just signed an agreement to boost its international development. Both partners share a vision on the evolution of the grand crus market and their strategic association aims at creating a world's leadership in the online auction and fine wine market. A budget of 2 million euros will support this ambitious plan.

This partnership brings into iDealwine's capital a major figure of the wine industry: May-Eliane de Lencquesaing. May-Eliane comes from a renowned Bordeaux family, vintners since 18th c. and in the Medoc since several generations. She has been in charge of Château Pichon Longueville Comtesse de Lalande in Pauillac for 30 years and created Glenelly Wine Estate in Stellenbosch (South Africa) in 2003. She remains linked to her family tradition which has always been associated to quality wines and distribution. Very respected in the wine industry and particularly active on the international scene, she wishes to support iDealwine development, adding to the company her broad experience, her contacts and her understanding of the grands crus market.

iDealwine, a company set up by Cyrille Jomand, Lionel Cuenca and Angélique de Lencquesaing in 2000, launched an online platform helping amateurs to value their own cellars as well as to buy and sell valuable bottles. Offering both online auctions and fixed price sales (bottles with set prices sourced directly from the estates or the vintners), the company quickly established itself as a leading actor in the online market. iDealwine successfully brought the fine wine market into the 21st century introducing 100% online auctions. In addition, iDealwine set up a wide range of services for wine connoisseurs: a constantly updated wine prices database, WineDex an acclaimed index tracking grands crus as well as many other services. Over 350'000 amateurs worldwide are now members of iDealwine.

An international clientele

iDealwine sources its lots from the most refined European cellars and from rare allocations of prestigious producers cherished by amateurs from all around the World. Today, their private and trade customers come from over 40 countries, mostly Europe, Asia and the States. Very dynamic in Asia, iDealwine opened a representative office in Hong Kong in April 2013.

Based in the new offices in London, Arthur de Lencquesaing, - May-Eliane de Lencquesaing's grand son - has joined the company to drive the international development. He has built his solid experience in the wine and champagne market in Asia and in Europe for LVMH.

Cyrille Jomand, President of iDealwine, declares: *"this partnership reinforces the common values we share with May-Eliane de Lencquesaing. With a strong entrepreneurial approach, it will give iDealwine the financial and human tools necessary to impose our model at an international level. Our ambition is to continue building a very user-friendly, secure and efficient platform to enable our customers and collectors from all around the World to access the fascinating universe of great wines and live their passion fully. Offering a very strong support to the grands-crus, iDealwine is also the natural partner of the Chateaux and vintners in their quest to value their products and savoir-faire."*

May-Eliane de Lencquesaing, declares: *«I am happy to start supporting this new trade adventure mixing tradition of the product and modernity of the distribution model. This partnership, based on the dynamic team of iDealwine, including my niece Angélique de Lencquesaing, fulfils my desire to remain true to my roots while playing an active role in the international market of the grands vins.»*

About iDealwine

iDealwine offers a large and unique selection of French and International grands crus sold through online auctions and fixed price sales. Wine amateurs can buy but also sell their cellar in a few clicks.

The website also offers a panel of services dedicated to wine:

- iDealwine's quotation: Over 60,000 references of wines and 3 million prices
- Cellar management tools: an alert programme to find your favourite wines, the WineDex® iDealwine index to track their values and monthly analysis of the wine market

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