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**Jiu Qian Wine Named the Official Rice Wine of 2010 World Expo in Shanghai
*US Holding Company invests in Vineyards and Winery***

Shanghai (Feb 20, 2010) – Jiu Qian Wine, located in the Guizhou Province in China, was named the exclusive official rice wine of the 2010 World Expo to be held in Shanghai, China, from May 1 – October 31, 2010. The wine will be featured at the UNDP (United Nations Development Programme) DEVNET Pavilion.

As the strategic partner of Jiu Qian Wine, the Coffee Beanery, Greater China, a US holding company, will be holding a press conference at 3 p.m. on March 2, 2010 at the Shanghai Grand Theater News Center, #190 Huang Pi North Rd., Shanghai, China 200003, to discuss its involvement with this event.

The Coffee Beanery-Greater China, has invested in two major vineyards in Sandu County in the Guizhou Province in southwestern China, which boasts a traditional vintage wine culture. The elite US coffee brand, The Coffee Beanery, originated in Flushing, MI, in 1976, and has locations in 35 states and outreach to Europe, Mid-East, and Asia . The Coffee Beanery, Greater China, has locations throughout China.

The agreement between Jiu Qian Wine and the 2010 World Expo is intended to advocate the colorful Guizhou and Shui cultures and promote Jiu Qian Wine's national brand popularity. The introduction of Shui culture at the Expo will include Shui calligraphy, ponytail embroidery, and Jiu Qian Wine. The Shui culture is one of the smallest and poorest cultures in China and depends on the vineyards and winery to support its population.

Wine tasting centers at the 2010 World Expo will be held at the Shanghai Grand Theater Coffee Beanery Café, Ground Floor Exhibition Hall at the Shanghai Great World Theater and at Nanmatou, the Shanghai World Expo Pudong Venue.

The crystal clear amber colored wine has explosively rich aromas, and a wonderful intensity of flavors. The wine has over 1,800 years of history on record and was recognized as a "perfect flavor, perfect taste, and perfect wine" by Chairman Mao in 1957. The wine was chosen by the government as the exclusive ritual wine at the 2001 Olympic Games bidding blessing ceremony and the 2008 Olympic Games start-up benediction.

The 2010 World Expo is expecting 70 million visitors and is an opportunity for China to bring the world to its home, and for the world to feel at home in China. By dedicating a 5.28-square-kilometer area at the core of the city to exhibitions, events and forums on the Expo theme, "Better City, Better Life," Shanghai hopes to build a powerful and lasting pilot example of sustainable and harmonious urban living.

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