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PRESS RELEASE

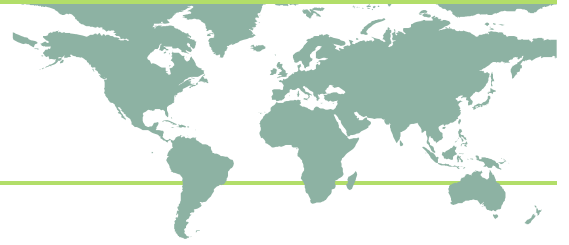
With the publication of a list of candidate U.S. GIs oriGIn nurtures the international debate

Within the framework of the oriGIn's Worldwide Compilation of Geographical Indications (GIs) protected in the world, Richard Mendelson and Zachary Wood of the University of California Berkeley School of Law finalized a preliminary list of candidate U.S. GIs, together with a methodology developed to assemble such list.

"Coming up with such a list was not an easy task. There is no formal list of GIs in the U.S., so we reviewed the American Viticultural Areas for GI wines as well as registered, geographically-based certification marks. Based on objective criteria derived from the internationally accepted GI definition contained in the World Trade Organization's Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS), we then selected those names that could qualify as GIs. This list of candidate U.S. GIs is by no means exhaustive. State and county appellations for wines as well as collective marks, trademarks that include a geographic name or otherwise refer to a geographic area and unregistered goods that have a nexus to a specific place represent prospective GIs and will be the subject of further research," said Richard Mendelson, Professor of Wine Law and Geographical Indications at the University of California Berkeley School of Law.

"We are very proud to publish today this preliminary list of candidate U.S. GIs. With all its limitations, it shows that the GIs represent a relevant economic sector in the U.S. We believe this research is a useful follow-up to the conversation about U.S. GIs started by oriGIn in 2010 with its manual on American Origin Products and a launching point for further research," concluded Mr. Massimo Vittori, Managing Director of oriGIn.

The research and the list of candidate U.S. GIs are available @ http://www.origin-gi.com/images/stories/PDFs/English/OriGIn_publications/Geographical_Indications_in_the_United_States_-_Supporting_Memo_FINAL_WEB.pdf and will be incorporated in the oriGIn Worldwide Compilation of GIs protected in the world.



The oriGIn Manual “American Origin Products: Protecting a Legacy” is available @ http://www.origin-gi.com/index.php?option=com_content&view=article&id=110:latest-origin-hanbook-qamerican-origin-products-aops-protecting-a-legacyq&lang=en

About oriGIn:

The Organisation for an International Geographical Indications Network – oriGIn – is the global alliance of Geographical Indications, representing 350 associations and some 2 million producers from 40 countries. For more information: <http://www.origin-gi.com>