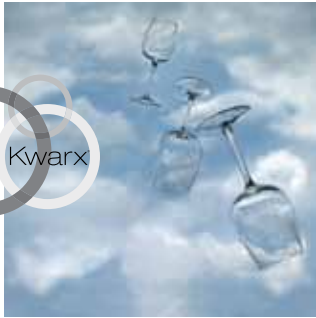


Kwarx: A Brilliant Innovation



— PURE Kwarx + BRIGHT Kwarx + STRONG Kwarx

Highly resistant



STRONG Kwarx

Kwarx[®] is incredibly resistant under everyday conditions.

Kwarx strength is obtained from an invisible but very strong bond between the bases, stems and bowls of the glasses, resulting in a perfectly smooth surface which does not have weak points.

Never-ending sparkle



BRIGHT Kwarx

Kwarx[®] retains its sparkle wash after wash.

Extraordinary brilliance that has been tested in laboratory conditions to withstand more than 2,000 industrial wash cycles.

Completely Transparent

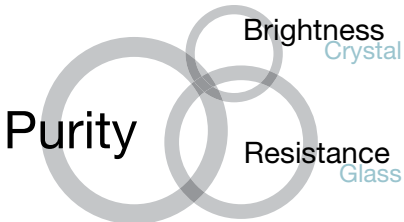


PURE Kwarx

Kwarx[®] glass seems to vanish, enabling the range of colors in each wine to be fully appreciated.

Kwarx glassware is completely transparent due to the high quality colorless design.

Kwarx[®] combines the best qualities of all our glass products and adds in purity.





"I used to buy Advanced Glass in the Arcoroc Brand. Why have you changed the material to Kwarx® and is there a difference between Advanced Glass and Kwarx?"

Three years after its launch, the Kwarx® material has been extended from our premium brand, Chef and Sommelier, to the top level of our Arcoroc collection. Kwarx is the culmination of 2 years of development among 50 engineers in the ARC Research Center. Their task was to create an innovative new material that would improve the commercial enjoyment of wines and spirits.

The difference between Advanced Glass and Kwarx is the composition used. Advanced Glass is, in fact, glass with a special treatment to make it strong and chemically resistant. Kwarx is a new specific composition that adds the highest level of transparency in the industry to each vessel, and delivers extreme shock resistance and dishwasher safe treatment with a guarantee for over 2,000 dishwashing cycles. Kwarx goes beyond Advanced Glass by providing these outstanding qualities with sheer rim construction, extremely thin walls, and tremendous brilliance.

The Arcoroc Advanced Glass collections will migrate to Kwarx material throughout 2009, and into 2010. The change will be seamless to our customers - without change to dimensions, item numbers and pack sizes. Most importantly, we will deliver the new Kwarx material stems at Advanced Glass prices. The new logo will appear on the packaging and a subtle improvement to the foot will allow for better stability and elimination of water retention in the washing cycle.

You can find the Kwarx logo next to our finest Arcoroc patterns: Sensation, Sensation Exalt, Cabernet, and Grands Cépages.