

FOR IMMEDIATE RELEASE:

Internet wine auction launches new charity wine category, proceeds donated to the Asian Tsunami Appeal and Eyre Peninsula Fire appeal

Adelaide, Australia, 6-February-2005 -- Wickman's Fine Wine Auctions recently launched a new charity wine category for regular inclusion in its commercial online wine auctions. All of the proceeds raised from the wine donated and listed in the new category will be free of fees and commissions with all proceeds being donated to specific charities. This current February auction will see all of the money raised donated equally between an international and local charity (The Asian Tsunami Appeal and Eyre Peninsula Fire appeal).

The concept of having a charity category in each auction held through the year was inspired by Troy Kalleske from Kalleske wines who generously donated a dozen of his wines and two signed magnums to the February auction and asked that the money raised be donated to both The Asian Tsunami Appeal and Eyre Peninsula Fire appeal. Wickman's decided that it was such a good idea that a portion of each auction held through the year should carry on the tradition and raise money for charity.

When the auction opened last week the bidding started at \$1 per item with no reserves and no commissions. So far the 12 bottles and 2 signed magnums of 2003 Kalleske Greenock Shiraz have raised over \$1300. With 4 days of bidding remaining we are hoping to raise close to \$1800 for them all, which would be a record price paid for such a recently released wine.

ABOUT WICKMAN'S FINE WINE AUCTIONS

As well as holding a number of commercial wine auctions through the year, the Wickman Family also hosts an annual charity auction to raise money for Multiple Sclerosis research and auctions wine and wine related services that have been generously donated from wine companies in Australia and overseas. This July will be the third consecutive annual MS charity auction held on the internet.

ABOUT KALLESKE SHIRAZ

Kalleske wines rocketed to instant cult status worldwide in November 2004 when US wine guru Robert Parker highly praised the Kalleske wines and predicted fame and fortune for the wines of Troy Kalleske. Kalleske Wines <http://www.kalleske.com.au/>

For additional information contact:

Mark Wickman

WICKMAN'S FINE WINE AUCTIONS
PO Box 1270
North Haven
South Australia, 5018
Australia

Website: <http://wineauction.wickman.net/>

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