

TO: ASX COMPANY ANNOUNCEMENTS OFFICE
FROM: Kay Clapton, PLW
DATE: 21 July 2004
SUBJECT: PLW Removal from the ASX

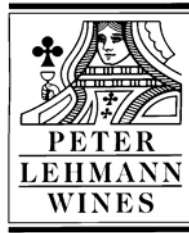
On 9 July 2004 PLW advised the market that it had made application for removal from the ASX official list. PLW sent a letter to shareholders on 12 July advising them of the application.

The ASX advised by letter dated 20 July 2004 that it has decided that the Company may be removed from the ASX official list under Listing Rule 17.11. The date of removal will not be less than three months after the date of application. Consequently PLW will not be removed from the official list earlier than 9 October 2004.

PLW will be sending a letter to shareholders advising them of the ASX decision. A copy of the letter being sent to shareholders on 23 July 2004 is included with this notice.

A handwritten signature in cursive script, appearing to read "B K Clapton".

B K CLAPTON
Company Secretary



Dear PLW Supporter

23 July 2004

The era for PLW as a listed public company is drawing to a close. It always made the job easier knowing that shareholders took a special interest in the company and once again I thank you for your support.

The decision to request removal from the ASX list was inevitable as four shareholders now hold 96.36% of the shares. Nevertheless it was with mixed emotions that we applied for removal as it signaled the end of PLW's eleven years as a successful listed public company.

The ASX informed PLW by letter dated 20 July 2004 that it has approved PLW's application to be removed from the official list under Listing Rule 17.11. A three month period from the date of application is to elapse to allow current shareholders the opportunity to trade their shares prior to the removal from the ASX. Accordingly PLW will no longer be a listed company after 12 October 2004.

Staying in touch

PLW's shareholders were an extremely loyal and supportive group and I know many agonised over the decision to sell their shares when the takeover occurred last year.

We do not want to lose contact with the many friends we made so have come up with the following ideas to stay in touch –

- Continue to offer a "PLW Shareholders & Friends" wine on an exclusive basis each year in about October
- Invite you to a "PLW Shareholders and Friends BBQ Lunch Along the Para" on Saturday 20 November 2004
- Send a "Shareholders & Friends Newsletter" twice a year to let you know about the happenings at PLW – the first newsletter is to be sent at the end of September 2004
- Continue to offer the special warm welcome for shareholders and friends at the PLW Cellar Door

If you would like to stay in touch please complete the enclosed slip and return it in the reply paid envelope.

Future contact will be confined to current shareholders and those people who have indicated they are interested in hearing from PLW.

We look forward to receiving your permission to stay in contact.

Current shareholders

Hess Group Australia Pty Ltd has indicated that it does not intend increasing its shareholding of 85.67% of the issued capital. The founder Peter Lehmann retains 10.35% of the shares.

For those shareholders who chose to retain shares, PLW will engage Computershare Investor Services Pty Ltd to provide a matching service with registers of sellers and buyers of PLW shares. This matching service will facilitate the off market trading of PLW shares and more details will be provided closer to the date of removal from the ASX.

PLW will be releasing its 2003-04 financial results to the ASX on Thursday 26 August and we anticipate sending the annual report to shareholders at the end of September 2004. The Annual General Meeting date has not yet been finalised but the notice of meeting will be sent with the annual report.

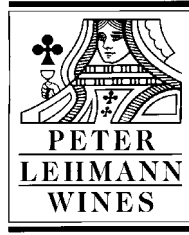
The PLW directors have affirmed the previous dividend policy for dividends to move broadly in line with underlying earnings per share. The dividend policy is to pay approximately 50% of after tax profit as dividends. The dividend will be paid each year in November.

Yours sincerely



Douglas Lehmann
Managing Director

PLW respects your privacy. We manage your personal information in accordance with the National Privacy Principles and use this information to contact you about the PLW business and to advise you of any special wine offers. For details on PLW's Privacy Policy, to enquire about any personal information we hold or to cease receiving information from us, please contact Kay Clapton, PLW's Company Secretary.



PLW SHAREHOLDERS & FRIENDS CONTACT LIST

Yes, I do want to maintain contact with PLW and receive information on news and events. Please print name and contact details in BLOCK LETTERS.

Name _____

Address _____

Telephone _____

Fax _____

Email _____