

L'Or de Jean Martell wins first

Dragon Rouge Takes First Place in Spirits Category at Dieline Awards:

*Recognizing the World's Best Package Design—
L'Or de Jean Martell 'Ultra-premium' Cognac
brings home the gold*

New York, NY – April 15, 2010 –Dragon Rouge, the international brand and design consultancy, was awarded one of eleven first place prizes today in the 2010 Dieline Awards: an international design competition recognizing the world's best package designs across ten different categories, including technology, homecare, beauty, food and spirits. The special awards ceremony was held at on April 14th at the FUSE 2010 Conference, at the Marriott, Chicago.

Dragon Rouge was selected as the best in the Spirits category, for its design of a lavish decanter and box capturing the prestige and decadence of L'Or de Jean Martell cognac, its new premium cognac, targeting the ever-demanding and elite cognac connoisseur.

By combining expertise in product innovation with mastery of the special codes prevailing in the world of high luxury, Dragon Rouge developed a truly exquisite decanter. Inspired by the concept of the Golden Number, the design team envisioned a bottle fashioned from pure crystal in which the precious liquid is concentrated in a single droplet suspended from an arch decorated by "Martell" arabesques in gold. The decanter is made from Cristallerie de Sevres and is presented in a cushioned box with a metallic finish and decorated with the seal of L'Or de Martell. The stopper also bears graphic elements comprising the Martell name; with its semi-circular shape, it both

compliments and enhances the balance of the object's voluptuous curves.

"It is a thrill and an honor to win this award for our work with Martell," says Marcus Hewitt, Chief Creative Officer of the New York office of Dragon Rouge. "The best designs are ones that tell a brand's story and that is what we did here -- we brought to life the legendary tale of Jean Martell's quest to create a Magnus opus, and took the brand to a new level."

This is the first competition of its kind presented by The Dieline, the world's leading package design website. The competition was open to projects from around the globe, accepting submissions from June 2007 through December 2009, and was judged by an esteemed panel of 10 experts in the industry.

ABOUT DRAGON ROUGE

Dragon Rouge (www.dragonrouge-usa.com) is the largest independent brand and design consultancy with offices in New York, Dubai, Hamburg, Hong Kong, London, Paris and Warsaw. The firm develops brands around three areas of expertise: brand strategy, design and innovation.
