



RÉMY MARTIN

PRESS RELEASE

For Immediate Release

RÉMY MARTIN APPOINTS JOLIN TSAI AS ITS CELEBRITY SPOKESPERSON

*The International Superstar and Dance Diva Will Make A Special Appearance As
Celebrity Judge And Perform At Rémy Martin's Centaur Dance Showdown 2012
Regional Finals On 18 January 2013 In Singapore*

Singapore, November 2012 – Rémy Martin, the No. 1 Cognac brand in France from the “Heart of Cognac”, has officially appointed International Superstar, Jolin Tsai (蔡依林), 32, as its Celebrity Spokesperson. Jolin is the first Asian to collaborate with the prestigious 300-year-old House of Rémy Martin.

This high-profile collaboration between two global icons reinforces Rémy Martin's stature as a leading global luxury cognac brand and, at the same time, introduces the brand to a wider audience of young adult consumers many of whom are searching for ways to express their individuality and pursue their ambitions.

Jolin's boundless charisma, astonishing creative energy, and her self-belief are at the heart of her meteoric rise to superstar status, and an inspiration for her many fans. This is echoed in the boldness and drama of the centaur spirit which is so emblematic of the cognac brand and has spearheaded its global success. Jolin's relevance in Asian markets is also critical in Rémy Martin's choice of her as their Celebrity Spokesperson.

Music and dance are able to touch, connect and enthrall people, regardless of language or culture. Dance has the added dimension of visual delight for the senses and is one of the purest expression of one's individualism, something which is especially important for young adult consumers across Asia today. Rémy Martin believes that music and dance provides an exciting opportunity to build a lasting relationship with its target consumers.



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Jolin's professionalism and showmanship have captivated audiences the world over so she is the ideal spokesperson for Rémy Martin's Centaur Dance Showdown. Success in the finals will no doubt require the performers to work hard, shoot for the stars and produce authentic performances that can only come straight from the heart, just as Jolin does so demonstrably in her own amazing concerts and throughout her career so far

Jolin will be in Singapore on 18 January 2013 to judge the Centaur Dance Showdown 2012 Regional Finals and she will also be staging a mini-concert showcase. Her involvement in this initiative serves as an inspiration and role model to all – dancer, fan, or cognac aficionado.

In US/Europe region, Rémy Martin has chosen American R&B singer-songwriter, musician, composer, and actor Robin Thicke and America actress Paula Patton to represent the Remy Martin brand. Past celebrity associations included American hip-hop rapper, T.I., as well as American singer/songwriter Usher.

About Rémy Martin

Founded in 1724, Rémy Martin is one of today's leading brands worldwide in superior quality cognacs. Inimitably recognised for its unique aromatic intensity, its smoothest texture, harmony and unique length of taste, it is accorded a legal recognition for superior quality. To create a cognac of this rare quality, Rémy Martin taps into the expert know-how and skill craftsmanship of generations of cellar masters and uses exclusive rare grapes from the most sought after vineyards at the heart of the Cognac terroir – Grande Champagne and Petite Champagne. Only a blend of a Grande Champagne and Petite Champagne crus, with a minimum of 50% Grande Champagne crus, would qualify to be worthy of a Rémy Martin Fine Champagne Cognac. Today, 80% of all Fine Champagne Cognac is produced by Rémy Martin.

About Rémy Cointreau International

The French-based Rémy Cointreau Group is the global leading manufacturer of ultra premium spirits and champagnes. With an annual turnover of over 1 billion euros, the Group is the sterling result of the union between a long-standing family heritage and modern commercial acumen, backed by an outstanding portfolio of brands leading the premium and ultra premium wines and spirits markets. These brands include Rémy Martin Cognac, Louis XIII by Rémy Martin, Cointreau Liqueurs, Piper-Heidsieck Champagne, Charles Heidsieck Champagne, St Rémy Brandy, Metaxa Brandy, Mount Gay Rum and Passoa. Increasingly, The Rémy Cointreau brands are regarded as worldwide benchmarks for premium wines and spirits by elite customers, with solid product reputations resulting from strong traditions which have been meticulously upheld.



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Today, Rémy Cointreau has a presence in more than 150 countries around the world. This gives the Group not only better access to its premium customers, but also a deeper understanding of their needs in different markets, ensuring that the diverse and ever changing needs of premium customers in different markets are consistently met through its brands.

Strong tradition and a passion for developing the potential of its premium brands, Rémy Cointreau is set to continue its growth in both existing and new markets, as it remains committed to its premium customers, retaining the extraordinary quality and sustainability of its well-loved brands.

ABOUT CENTAUR DANCE SHOWDOWN

Following the success of the inaugural Rémy Martin Centaur Dance Showdown held in Vietnam last year, this year's competition spans across six countries, namely Singapore, Malaysia, India, Philippines, Thailand and Vietnam. The competition, open to all dance genres, aims to be a platform to showcase the passion, talent and ingenuity of hip trendsetters who can creatively express themselves through dance and to discover *Asia's Best Dancing Crew*. The overall winner at the Regional Finals will walk away with the title of Asia's Best Dancing Crew as well as a cash prize of USD\$10,000! For more information, please log on to: <http://www.centaurdance.com>

ABOUT JOLIN TSAI

Jolin Tsai (born September 15, 1980) is a Taiwanese Golden Melody Award-winning Mandopop singer, dancer and actor. She is now the celebrity spokesperson for Rémy Martin.

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