

 **Announcement**

Headline NZ pre-season grower interest firmly translates to sales

Subject: Botry-Zen Limited News Release

Date: 9 November 2007

"I am now pleased to report that the Company appears to be seeing the NZ pre-season BOTRY-Zen grower interest firmly translate to actual sales. So much so, that we have now pre-sold every kilo of product manufactured and, in addition, we are confident that until the grape flowering period concludes (in approximately 2/3 weeks) we will continue to see sell-through of the product still being manufactured.

This outcome is most pleasing since until now we have certainly had hurdles before us (despite widely presenting the excellent field results) in convincing growers that our biological option is a proven alternative to the traditional chemicals.

The turnaround has essentially been achieved through the implementation of our own intensive marketing efforts over recent months and, as an outcome of the NZ Wine Industry's renewed thrust towards it's 'sustainability programme'. This important programme is heavily focused on producing wine with 'ultra-low or nil' chemical residues and our two products align in the most positive manner with the overall sustainability goals and objectives.

Announcement text There is every indication that the industry's initiative around sustainability is 'here to stay' as our wines are now being most successfully marketed internationally around the environmentally and consumer friendly position statement, 'New Zealand Wine – Pure Discovery'.

In addition to the above steps we are continuing to work in a focused manner on the final upgrade of the ARMOUR-Zen plant to ensure a successful first-time market entry in the coming weeks. There are still some challenging aspects of the manufacturing and marketing elements for the ARMOUR-Zen presentation to overcome but initial grower feed-back on the prospect of using this late-season botryticide (with it's most beneficial nil withholding period) is positive".

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