

# Appendix 3X

## Initial Director's Interest Notice

*Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.*

Introduced 30/9/2001.

<b>Name of entity PRINCE HILL WINES LIMITED</b>
<b>ABN 000 094 995</b>

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

<b>Name of Director</b>	REX WATSON
<b>Date of appointment</b>	1 NOVEMBER 2010

### Part 1 - Director's relevant interests in securities of which the director is the registered holder

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

<b>Number &amp; class of securities</b>
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+ See chapter 19 for defined terms.

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**Part 2 – Director's relevant interests in securities of which the director is not the registered holder**

*In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust*

Name of holder & nature of interest	Number & class of Securities
<p>Note: Provide details of the circumstances giving rise to the relevant interest.</p> <p><b>WATSON WINE GROUP PTY LTD – ALL OF THE ISSUED SHARES IN WWG ARE HELD BY REX WATSON AND MRS JEANETTE WATSON ON BEHALF OF WATSON CHILDRENS TRUST AND MRS JEANETTE WATSON IS THE SOLE TRUSTEE OF THE WATSON CHILDRENS TRUST. REX WATSON IS THE SOLE DIRECTOR OF WWG.</b></p>	<p>148,514,029 ORDINARY FULLY PAID SHARES</p>
<p><b>COONAWARRA PREMIUM VINEYARDS LIMITED – REX WATSON IS A DIRECTOR OF CPVL THE RESPONSIBLE ENTITY AND TRUSTEE FOR COONAWARRA AUSTRALIA PROPERTY TRUST (“CAPT”) AND WATSON CHILDRENS TRUST CONTROLS 13.1% OF THE CAPT UNITS ON ISSUE</b></p>	<p>84,750,869 ORDINARY FULLY PAID SHARES</p>

**Part 3 – Director's interests in contracts**

Note: In the case of a company, interests which come within paragraph (ii) of the definition of “notifiable interest of a director” should be disclosed in this part.

<b>Detail of contract</b>	
<b>Nature of interest</b>	

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<b>Name of registered holder (if issued securities)</b>	
<b>No. and class of securities to which interest relates</b>	

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