

ANDREW PELLER

— LIMITED —

ANDREW PELLER LIMITED ANNOUNCES INTENTION TO MAKE A NORMAL COURSE ISSUER BID

This news release contains forward-looking information that is based upon assumptions and is subject to risks and uncertainties as indicated in the cautionary note contained elsewhere in this news release.

GRIMSBY, Ontario – March 10, 2011 – Andrew Peller Limited ADW.A/ADW.B (the “Company”) announced today that it has filed a Notice of Intention to make a normal course issuer bid with the Toronto Stock Exchange. Under the bid, which is subject to acceptance by the Toronto Stock Exchange, the Company will have the right to purchase for cancellation up to a maximum of 594,412 of its Class A Non-Voting Shares (the “Class A Shares”) through the facilities of the Toronto Stock Exchange. This amount represents 5% of the Company’s 11,888,241 issued and outstanding Class A shares as of March 9, 2011. Daily purchases will be limited to 1,218 Class A Shares, other than block purchase exceptions. Purchases made pursuant to the bid will be made in the open market through the facilities of the Toronto Stock Exchange.

The Company is proposing to commence the bid on March 14, 2011 and have it remain in effect until the earlier of March 13, 2012 or the date on which the Company has purchased the maximum number of Class A Shares permitted under the bid. Class A Shares purchased by the Company pursuant to the bid will be cancelled.

The Company has not purchased any Class A Shares during the previous year pursuant to any issuer bid.

The Company intends to make the bid because it believes that Class A Shares may become available during the period of the bid at prices that would make the purchase of such Class A Shares for cancellation in the best interests of the Company and its shareholders.

About Andrew Peller Limited

Andrew Peller Limited is a leading producer and marketer of quality wines in Canada. With wineries in British Columbia, Ontario and Nova Scotia, the Company markets wines produced from grapes grown in Ontario’s Niagara Peninsula, British Columbia’s Okanagan and Similkameen Valleys and from vineyards around the world. The Company’s award-winning premium and ultra-premium VQA brands include *Peller Estates*, *Trius*, *Hillebrand*, *Thirty Bench*, *Sandhill*, *Calona Vineyards Artist Series* and *Red Rooster*. Complementing these premium brands are a number of popularly priced varietal wine brands including *Peller Estates French Cross* in the East, *Peller Estates Proprietors Reserve* in the West, *Copper Moon*, *XOXO* and *Croc Crossing*. *Hochtaler*, *Domaine D’Or*, *Schloss Laderheim*, *Royal* and *Sommet* are our key value priced wine blends. The Company imports wines from major wine regions around the world to blend with domestic wine to craft these popularly priced and value priced wine brands. With a focus on serving the needs of all wine consumers, the Company produces and markets premium personal winemaking products through its wholly-owned subsidiary, Global Vintners Inc., the recognized world leader in personal winemaking products. Global Vintners distributes products through over 250 Winexpert and Wine Kitz authorized retailers and franchisees and more than 600 independent retailers across Canada, United States, United Kingdom, New Zealand and Australia. Global Vintners award-winning premium and ultra-premium winemaking brands include *Selection*, *Vintners Reserve*, *Island Mist*, *Kenridge*, *Cheeky Monkey*, *Ultimate Estate Reserve*, *Traditional Vintage* and *Artful Winemaker*. The Company owns and operates more than 100 well-positioned independent retail locations in Ontario under the *Vineyards Estate Wines*, *Aisle 43* and *WineCountry Vintners* store names. The Company also owns Grady Wine Marketing Inc. based in Vancouver, and The Small Winemaker’s Collection Inc. based

in Ontario; both of these wine agencies are importers of premium wines from around the world and are marketing agents for these fine wines. The Company's products are sold predominantly in Canada with a focus on export sales for our icewine products.

The Company's common shares trade on the Toronto Stock Exchange (symbols ADW.A and ADW.B).

Certain statements in this news release may contain "forward-looking statements" within the meaning of applicable securities laws, including the "safe harbour provision" of the Securities Act (Ontario) with respect to Andrew Peller Limited (the "Company") and its subsidiaries. Such statements include, but are not limited to, statements about the growth of the business in light of the Company's recent acquisitions; its launch of new premium wines; sales trends in foreign markets; its supply of domestically grown grapes; and current economic conditions. These statements are subject to certain risks, assumptions and uncertainties that could cause actual results to differ materially from those included in the forward-looking statements. The words "believe", "plan", "intend", "estimate", "expect" or "anticipate" and similar expressions, as well as future or conditional verbs such as "will", "should", "would" and "could" often identify forward-looking statements. We have based these forward-looking statements on our current views with respect to future events and financial performance. With respect to forward-looking statements contained in this news release, the Company has made assumptions and applied certain factors regarding, among other things: future grape, glass bottle and wine prices; its ability to obtain grapes, imported wine, glass and its ability to obtain other raw materials; fluctuations in the U.S./Canadian dollar exchange rates; its ability to market products successfully to its anticipated customers; the trade balance within the domestic Canadian wine market; market trends; reliance on key personnel; protection of its intellectual property rights; the economic environment; the regulatory requirements regarding producing, marketing, advertising and labelling its products; the regulation of liquor distribution and retailing in Ontario; and the impact of increasing competition.

These forward-looking statements are also subject to the risks and uncertainties discussed in this news release, in the "Risk Factors" section and elsewhere in the Company's MD&A and other risks detailed from time to time in the publicly filed disclosure documents of Andrew Peller Limited which are available at www.sedar.com. Forward-looking statements are not guarantees of future performance and involve risks, uncertainties and assumptions which could cause actual results to differ materially from those conclusions, forecasts or projections anticipated in these forward-looking statements. Because of these risks, uncertainties and assumptions, you should not place undue reliance on these forward-looking statements. The Company's forward-looking statements are made only as of the date of this news release, and except as required by applicable law, the Company undertakes no obligation to update or revise these forward-looking statements to reflect new information, future events or circumstances or otherwise.

For more information, please contact:

Mr. Peter Patchet, CFO and EVP Human Resources

(905) 643-4131 Ext. 2210 - E-mail: peter.patchet@andrewpeller.com