

For Immediate Release

December 7, 2009



Association
Petits Princes

**Exceptional Bottle of 1788 Vieux Cognac from the Cellars
of La Tour d'Argent Sold to Benefit Association Petits Princes
Fetches € 25 000 at Auction after a Bidding Battle.**

"The proceeds of the sale of this bottle will help us to make the dreams of many sick children come true, which will ultimately enable them to reinforce their strengths and fight their illness", said Dominique Bayle, co-founder of the Associations Petits Princes.

AUCTION

**Vins de la
Tour d'Argent -
Vente unique
et d'exception**

**December 7 & 8
2009**

**Venue :
Les Salons Hoche
SALON ÉLYSÉE
9, avenue Hoche
Paris 75008
France**



Paris - André Terrail, owner of the Parisian restaurant La Tour d'Argent decided to donate the proceeds of the sale of a bottle of Vieux Cognac Le Clos Griffier from 1788 to the Association Petits Princes. The Cognac was bought by a French private collector living in London and is part of an auction of 18,000 bottles of wines and spirits from the cellars of La Tour d'Argent which is currently taking place at the Salons Hoche in Paris. The sale has whetted the appetite of collectors and wine lovers from all over the world.

Among the highlights feature the other two bottles of Clos du Griffier (lot 808 : € 21.066 and lot 809 : € 18.588); two lots of Porto Vintage «Nacional», Noval 1963 (lots 846 et 847 : 6 195 € each), and twelve half-bottles of Château Haut-Brion, 1^{er} cru Pessac-Léognan, 1989 (lot 674 : € 6 070).

Two more sessions, one in the morning (10.00 am) and one in the afternoon (2.00 pm) will be conducted today at the Salons Hoche.

FOR MEDIA ENQUIRIES,
PLEASE CONTACT:

ASSOCIATION
PETITS PRINCES
Matthieu Jeanningros
matthieu@
petitsprinces.com
+33 (0)1 43 35 49 00

PIASA
Isabelle de Puysegur
i.puysegur@wanadoo.fr
+33(0)1 45 49 17 97

BRUNSWICK ARTS
Amy
Drillsma-Milgrom
adrillsma-milgrom@
brunswickgroup.com
+33 (0)1 53 96 83 91

LA TOUR D'ARGENT
Virginie Guyonnet
virginie_guyonnet@
latourdargent.com
+33 (0)1 43 54 10 08

PIASA
5, rue Drouot
75009 Paris - France
Tel: +33(0)1 53 34 10 10
Fax: +33(0)1 53 34 10
contact@piasa.fr
www.piasa-latourdargent.fr

EXPERTS :
Aymeric et Alex de Clouet
35 rue des Morillons
75015 Paris - France
Tél: + 33 (0)6 15 67 03 73
Fax: + 33 (0)1 43 54 39 10
aymeric@de-clouet.fr

NOTES TO THE EDITORS:

ASSOCIATION PETITS PRINCES

Founded in 1987, the Association Petits Princes makes the dreams of children with severe illnesses such as cancer, leukaemia and genetic diseases come true. Through living its passion and seeing its dreams become reality, the child will find a new and strengthening source of energy which will help it in its continuous battle against illness. Since its inception, the Association Petits Princes has supported more than 3,500 children's dreams, in collaboration with 100 paediatric services.
www.petitsprinces.com

PIASA

PIASA is one of the leading French auction houses which specializes in offering its clientele a superlative service, characterized by the great expertise and in-depth market knowledge of its associated specialists. Annually, PIASA organizes around eighty sales which present a wide array of art objects and collectibles, next to highly acclaimed single-owner sales which have become one of the hallmarks of the auction house, including property from the Rothschild family, Dora Maar, Viollet-le-Duc, Louis Jouvét and Paul Poiret.

LA TOUR D'ARGENT

La Tour d'Argent opened in 1582, an elegant building between the Seine and the Bernardins monastery erected in the typical stone from Champagne which gave it its silvery reflection and hence its name. Frequented by the high and mighty from its early beginnings, La Tour d'Argent became a household name in the circles of those who wrote history including Louis XIV; Mme de Sévigné; Philippe d'Orléans; and the Duke of Richelieu. In 1910 the restaurant was bought by André Terrail which started an entirely new epoch and a new chapter in the life of La Tour d'Argent, not in the least by marrying the daughter of Claudius Burdel, owner of the Café Anglais, easily 19th century Paris's most prominent restaurant. André Terrail describes how at that time, the union was seen "as the marriage between the quais and the boulevards". The arrival of the new Mme Terrail also added the recipes of Adolphe Dugléré, the chef of the Café Anglais as well as their fabulous wine cellar to the La Tour d'Argent legend.

Prominent guests of the refurbished Tour included Tsar Nicolas II; the Prince of Bismarck; and later Thomas Rockefeller; Randolph Hearst and Franklin D. Roosevelt. In 1947 André Terrail handed over the reins of La Tour d'Argent to his son Claude who continued to extend and solidify its worldwide renown and luster. Under Claude Terrail's leadership, La Tour d'Argent opened a second restaurant in Tokyo's New Otani hotel, La Tour d'Argent in Paris celebrated its 400th birthday in 1982, and many more gastronomic and hotellerie additions came under Terrail patronage. In 2005, Claude Terrail received the insignia of the *Grand Officier de l'Ordre National du Mérite*. He passed away in 2006 and was succeeded by his son André Terrail whose leadership initiates a new chapter in the illustrious history of La Tour d'Argent. A fine-tuning process which aims at aligning La Tour d'Argent with the new culinary and lifestyle tastes of today's generation is the credo to which André Terrail, Chef Stéphane Haissant and Head Sommelier David Ridgway adhere. It is under his leadership that the Japanese branch of La Tour d'Argent will celebrate its 25th anniversary this year.