

DESTINATION VINES
CARNEROS
WINE ALLIANCE
AUTHENTIC DISTINCT DIVERSE

FOR IMMEDIATE RELEASE

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**CARNEROS WINERIES APPROVE A NEW NAME AND A NEW FUTURE;
THREE SENIOR WINERY EXECUTIVES JOIN
CARNEROS WINE ALLIANCE BOARD OF DIRECTORS**

Steve Spadarotto, Sr. V.P. Diageo Chateau & Estate Wines; Scott Wallace, V.P. Operations, Buena Vista, Tory Britton Sims, CFO, Cuvaison, Provide Enhanced Marketing, Finance and Operational Leadership for CWA Board of Directors

CARNEROS, CA (January 30, 2006): The Carneros Wine Alliance, formerly the Carneros Quality Alliance, begins the year with a new name, three new members of its Board of Directors and a new outlook. The membership recently adopted a three-year strategic plan, approved a major revision of its By-Laws and is about to embark on a major branding and imaging initiative. A new website, www.destinationvines.com will also be launched in the coming weeks providing more information on the Carneros region, its wines and its resources.

“We know the Carneros region has a world-class reputation for making fine wines,” said Steve MacRostie, Chair, Board of Directors and President, MacRostie Winery. “With our unique growing climate and the diversity of our membership, we feel now is the time to elevate the Carneros Wine Alliance and take the organization to the next level.”

One of the first wine regions to be designated an American Viticulture Area (AVA) in 1983 Carneros overlaps the southern reaches of both the renowned Napa and Sonoma Valleys.

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Carneros (also known as Los Carneros, or “the sheep,”) is a fully independent, federally designated “cool climate” appellation known for its unassailable Chardonnay, elegant Pinot Noir, and, in recent years, special sites that enable Syrah, Merlot and a range of other varietals to flourish.

The three new members of the Carneros Wine Alliance Board of Directors are expected to further enhance and strengthen the strategic focus of the Carneros Wine Alliance with their depth of experience in marketing, finance and operations. Beginning their three-year term this month are:

- Steve Spadoratto, Sr. Vice President of Diageo Chateau & Estates Wines. Spadarotto oversees winemaking and wine quality initiatives, grower relations and vineyard management for Beaulieu, Sterling Vineyards, Solaris, Blossom Hill, and the properties of The Chalone Wine Group, including Carneros-based Acacia. He was previously Chief Operating Officer of Jackson Family Farms for ten years, overseeing all winemaking, production and marketing efforts for ten premium wineries. He holds an MBA from the University of California, Davis.
- Scott Wallace, V.P. Operations, Buena Vista.
Wallace oversees all aspects of the Buena Vista Carneros operation, including cellar, bottling, maintenance and facilities. He has overseen the vast re-development of the Buena Vista vineyards on Ramal Road, including master planning and a variety of production issues. Wallace was previously associated with Simi Winery. He has extensive experience with critical habitats and water conservation. Wallace has lived in the region his entire life. He is a graduate of Healdsburg High School, studying at both Santa Rosa Junior College and CSU Sonoma.
- Tory Britton Sims, Chief Financial Officer, Cuvaison Winery
Sims has extensive financial experience in all aspects of audit, budget, banking, compliance and tax. Over the past year she was responsible for managing all aspects of the new Cuvaison facility in Carneros, including permitting, budgeting, financing and contracts. She was formerly Controller for both Clos Pegase Winery and Cordoniu Winery as well as Assistant Examiner, Federal Reserve Bank of Kansas City. She

DESTINATION VINES

CARNEROS

WINE ALLIANCE

AUTHENTIC DISTINCT DIVERSE

holds an MBA from the University of Colorado, Boulder and a B.S. in Business Administration from the University of Kansas.

The three join Eileen Crane, President, Domaine Carneros, Armando Ceja, winemaker, Ceja Vineyards, Michael Havens, president, Havens Wine Cellars, Steve Sangiacomo, Sangiacomo Vineyards, and Melissa Moravec, founder, Casa Carneros, and MacRostie as continuing board members.

“We have long focused on the technical qualities of premium grape growing and winemaking,” said Steve MacRostie, Chair, Board of Directors and President, MacRostie Winery. “With the hiring of Executive Director Phyllis Gillis a few months ago from her previous position as Chief Marketing Officer of Farella Braun + Martel, one of the most respected law firms in the wine industry, the organization took its first step forward toward introducing Carneros wines to a greater audience. With the addition of the three new members of our Board of Directors we are continuing our momentum toward building a new organization for the Carneros region.”

The Carneros Wine Alliance, comprised of more than 85 members, is known for the unique partnership between its growers and vintners. In addition to the stellar membership of the Carneros Wine Alliance, it is a well-known “secret” that many of the wine industry’s most famous vintners source their grapes from Carneros.

“One of the most appealing aspects of Carneros wines – and the Carneros region -- is that there is something for everyone,” said Ms. Gillis. “We have family owned wineries, large international wine businesses, and a range of boutique salons offering the excitement of discovery. With our location only 40 minutes north of San Francisco, and our proximity to both the East Bay and Marin, we are one of the most accessible of the wine country regions. In addition, the Carneros region is rustic and environmentally sensitive, retaining the same character at the time it was first settled by maverick farmers a century ago. Our goal is to both retain that character and introduce Carneros to new audiences that may not be familiar with our wines and our region.”

The Carneros Wine Alliance was recently selected by the San Francisco Symphony League as the Presenting Wine Sponsor for its upcoming major spring fundraiser. The Alliance

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CARNEROS

WINE ALLIANCE

AUTHENTIC DISTINCT DIVERSE

has also been selected as the Presenting Sponsor for the Carneros Half-Marathon to be held in the region on July 15-16. In February, The Alliance will partner with Chef Tanya Holland for a wine and food event celebrating Black History Month at Macy's Chef in the Cellar series. The Carneros Wine Alliance will also host a major two-day event in June for the public.

. Among the members of the Carneros Wine Alliance are: Acacia, Ancien Wines, Artesa, Buena Vista, Ceja Vineyards, Clos du Val, Cuvaision, Domaine Carneros, The Donum Estate, Etude Wines, Gloria Ferrer, Havens Wine Cellars, Madonna Estate, MacRostie Winery, Merryvale, Patz & Hall, Pine Ridge Winery, Robert Sinskey Vineyards and ZD Wines. Counted among its most well-known vineyards are Hyde Vineyards, Hudson Vineyards, Durrell Vineyards and the Stanly Ranch, operated by Silverado Premium Partners.

The Carneros region was the first American appellation granted in 1983 based on micro-climate influences and "terroir" instead of political boundaries. Comprised of both vintners and growers, the Carneros Wine Alliance was the first trade association to give equal weight to the importance of both when it comes to what is poured into a wine glass. The appellation spans the southern portions of both Napa and Sonoma and is an independent, fully recognized American Viticulture Area (AVA).

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