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Eric Guerra promoted to run Terravant's Private Label Initiative

Santa Barbara County, CA September 27, 2010 – Terravant Wine Company announced today it has promoted Eric Guerra to Vice President to head its Private Label Initiative. The initiative is focused on integrating the sales, marketing and customer service of the Custom Private Label business for Terravant. The Company's proven custom winemaking production operation will remain under the guidance of General Manager Randy Pace and Director of Winemaking Alan Phillips. The Private Label Initiative is intended to clearly focus the Company's business development activities on supporting Private Labelers including integration of brand development, sales, marketing and customer support.

Regarding the promotion and initiative, Lew Eisaguirre, President of Terravant stated "Four years ago we realized that the wine industry was not supporting Private Label retailers with proper infrastructure. The industry was and is still being serviced almost exclusively by brokers and negotiants that have no production capability and are merely brokering bulk wine deals, and, by a few existing wineries that own their own brands and merely exploit Private Label retailers as liquidators of excess inventory they can't sell or don't want to sell under their own label. In 2007 we stepped up and invested \$25 million and built Terravant from the ground up as a custom wine production facility to be what many wine industry veterans have stated is perhaps the world's definitive "state of the art" wine production facility. Last year we sourced grapes from over 100 vineyards across California and currently service 40 customers with custom winemaking production. No negotiant, broker or branded winery can compete. Eric is the ideal brand development and sales executive to further focus and integrate the branding and distribution side of the Private Labeler's business opportunity with the deep supply side of our custom winemaking operation."

Eric Guerra is a wine industry brand management veteran having dedicated the past 5 years to managing the prestigious 300k case Mumm Napa brand and Napa-based winery and previously as Brand Director for the Allied Domecq portfolio of luxury wines including Gary Farrell, Buena Vista, G.H. Mumm, Perrier Jouët and Brancott. Prior to this, Eric managed the legendary and flagship Kendall-Jackson brand overseeing 4.7 million annual cases. Before getting the wine bug, Eric cut his teeth in sales and marketing for technology brands IBM and Microsoft. Since then he has developed and/or been Brand Director for over 20 wine brands including the development and distribution of Private Label brands such as Carlos Santana Reserve by Mumm Napa, J. Garcia wines, Hotel Bel Air, Wolfgang Puck, Montage and the Phoenician.

Eric commented "The success of retailers in other Private Label categories is spilling quickly into the wine category and gaining significant momentum. We believe Private Label wine segment penetration could go from 3% of total wine sales today to 25% or 30% within the decade. For many wine consumers, the retailer and his product portfolio has become the 'Brand'. Retailers not active in the space today are passing on increased profitability per case and, most importantly, exclusivity and taking full advantage of long-term brand successes. We are seeing a positive trend that the wine consumers who rely upon

quality retailers have learned that 'Private Label' means value and quality, not merely discounted goods. Terravant has a custom wine production facility and veteran winemaking team that is unequalled in this segment, and is superbly executing for Private Labelers. In my opinion, no one else even comes close to providing the total solution at this level of expertise and capabilities. I am thrilled to be able to step up and be a part of this stellar team and a driving force in what I believe is the most significant and revolutionary trend in wine the wine industry today."

Terravant provides a complete turnkey Private Label solution for Retailers starting with market driven customer data, brand and label development, trademark and copy write protections, regulatory compliance, custom winemaking, warehousing, logistics and distribution to all 50 states and beyond. The company can even provide merchandising and sales support. Terravant Private Labels are not just shared 'control brands' but are designed to be exclusive to the retailer who controls price and margin on a national level. Terravant Private Label brands are engineered to be a Retailer controlled asset that builds value and repeat customer loyalty for decades, not just a season. Terravant is the retailers brand development partner, not just another supplier and Terravant's success is critically tied to the retailers success through merchandising of the retailers brand. Terravant Private Label customers can choose from a portfolio of developed label concepts that are market ready, or engage with an in-house design team and build a custom label based on your precise vision.

Randy Pace, General Manger commented "We have put in place winemaking infrastructure and customer support systems that provide retailers the opportunity to develop brands of equal or better quality than national brands, without all the overhead to support. Custom wine production and supporting our private label customer is our only focus, that's all we do, and, because we do not have our own brands, there is no conflict of interest with our Private Label customers".

Alan Phillips, Director of winemaking further commented "Our winemaking team of enologists is able to craft medal winning wines for our Private Label partners because of the science behind our facility and craftsmanship that we instill in all the wines made at Terravant. Being based in Santa Barbara County puts us in the center of the country's hottest wine region, that is 'Sideways Country' or what many are calling the future Napa Valley. And yet our grape grower partners throughout California provide us the capability to supply nearly every variety from every appellation. With over 400 unique lots of wine in the cellar at any point in time, we are able to stylistically create wines from mostly existing inventory providing exactly what the customer wants based on variety, appellation, quality and corresponding price tier. We are able to draw on decades of wine making experience to create custom blended wines that are uniquely the Retailers, and we can do that with continuity of the Brand, vintage to vintage. You don't need to settle for someone else's distressed wines or be their liquidator."

Terravant custom wines over the past few months have won 14 medals from the prestigious Los Angeles International Wine & Spirits Awards, San Francisco International Wine Competition, and Long Beach Grand Cru Wine Competition.

Industry veteran Randy Pace has over 30 years wine production experience including a 19 year stint at Stag's Leap Wine Cellars as Chief Operations Officer and 3 years at Bridlewood Estate Winery as General Manger. Mr. Pace has a Masters in Business Administration from Humboldt State University and was the Interim Director at Allan Hancock College for the Viticulture and Enology Department. Mr. Pace also has extensive experience in wine brand marketing as a wine retail buyer.

Alan Phillips comes to Terravant with over 30 years of experience in all aspects of the wine business. Most recently he was the General Manager at Foley Estates Winery where he developed the business and crafted award winning wines for more than a decade. His prior experience encompassed almost 20 years in Napa Valley where he spent 10 years at Monticello Cellars, a premier producer of Cabernet and Chardonnay. In 1981, Alan graduated from UC Davis with Honors with a BS in Enology.