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PEJU WINERY JOINS THE FIGHT AGAINST BREAST CANCER WITH PEJU PINK WINE

**A Portion of Sales to be Donated to Breast Cancer Patient Care and
Research Organizations**

Rutherford, Calif. - Peju Winery supports October Breast Cancer Awareness Month with the 2008 vintage of Peju Pink wine. Peju is joining the fight against breast cancer by donating ten percent of sales from each bottle of its third vintage of Peju Pink to organizations that help breast cancer patients and advance breast cancer research.

Earlier this year, Peju donated more than \$12,000 to the Napa Queen of the Valley Medical Complex Breast Center from a portion of the sales of the 2007 vintage of its Peju Pink wine. The contribution was designated to directly assist women in need of breast cancer treatment and care due to expense and insurance limitations. Since 2007, Peju has donated nearly \$50,000 to breast cancer organizations from both the sales of the Peju Pink wine and through participation in the Avon Walk for Breast Cancer in San Francisco and the American Cancer Society Relay for Life in Napa.

Peju Pink came to fruition in the winter of 2007 when the women of Peju wanted to create a wine to honor the many lives that have been touched by breast cancer. Winemaker Sara Fowler, along with owners Herta, Lisa and Ariana Peju, created a blush-style blend and chose to donate a portion of its proceeds to breast cancer research and patient care.

"Most of us know at least one woman who has been diagnosed with breast cancer, and every three minutes another woman in the United States is diagnosed," Herta Peju said. "Peju Pink is our way of recognizing the women fighting breast cancer and contributing toward the effort to find a cure."

Peju Pink retails for \$22.00 per bottle and is available for sale exclusively in Peju's tasting room and online at www.peju.com. Peju Pink is a fragrant blush-style wine with hints of crisp peach and passion fruit and is served chilled. The Peju Pink label features a woman in pink who depicts one of the three Greek graces from a 100-year-old stained glass window in the Peju tasting room tower.

About Peju Winery:

Established in 1982, Peju is a small, family-owned and operated winery located in Napa Valley's Rutherford Appellation. A certified Napa Green Winery, we are committed to producing high-quality, earth-friendly wines through the use of organic and sustainable farming practices and solar power. Our estate-grown fruit develops into wines that exhibit a graceful combination of power and elegance. Visitors to Peju are invited to enjoy our pristine gardens, art exhibit, extensive gift shop, three wine clubs and an on-premise kitchen that hosts a variety of events and classes. Our tasting room is open daily from 10 a.m. to 6 p.m. and is located at 8466 St. Helena Hwy, Rutherford, Napa Valley, CA. For more information, visit www.peju.com or call 800-446-7358.

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