



FOR IMMEDIATE RELEASE  
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**PEJU WINERY HOSTS BESTSELLING BAY AREA AUTHOR ALAN JACOBSON ON  
SEPTEMBER 26, 2009 FOR A BOOK LAUNCH PARTY TO UNVEIL HIS NEW  
SUSPENSE NOVEL *CRUSH***

**Just in Time for Harvest Season, Jacobson Introduces his Fiction Thriller Set in the  
Picturesque Napa Valley Which Includes Cameo Scenes at Peju**

**Rutherford, Calif.** - Peju Winery welcomes bestselling Bay Area author and wine club member Alan Jacobson to spend an intimate evening with fans on Saturday, September 26, 2009 from 5-7:30 p.m. to speak about writing his new book *Crush*, a suspense thriller set in the Napa Valley. Guests for the evening will be the first to own this new novel, which won't hit bookstands until later that week.

Jacobson and members of the Peju family and staff will welcome visitors to a wine and hors d'oeuvres reception on the Peju lawn followed by a book discussion in the tasting room tower about the writing of *Crush*, Jacobson's years of research with the FBI and with Napa Valley winery and city representatives, and where his next novel will lead.

Jacobson spent more than seven years studying the FBI's profiling unit to write two books featuring FBI heroine, Karen Vail. *Crush*, the second novel which follows up *The 7<sup>th</sup> Victim*, uses Napa Valley's beautiful wineries, restaurants, local businesses and landscape as the backdrop to his chilling tale. Jacobson conducted countless interviews with vintners and winery owners to plot every written detail, which includes an on location cameo at Peju with famous Yodelmeister Alan Arnopole.

Tickets for the event are \$30 and include a signed first edition hard cover copy of *Crush*, wine tastings and light hors d'oeuvres. Reservations can be made by calling 800-446-7358, emailing [events@peju.com](mailto:events@peju.com) or online at [www.peju.com](http://www.peju.com).

Jacobson will also be available during the day at Peju from 12-2 and 2:30-4:30 p.m. to meet winery tasting room guests and sign copies of *Crush* which will be available for purchase.

For more event information, please contact Katie Lewis at 707-302-1162 or [klewis@peju.com](mailto:klewis@peju.com). To schedule an interview with Alan Jacobson, please contact Jennifer Richards at Over the River Public Relations: 201-242-9637 or [Jennifer.ballot@mac.com](mailto:Jennifer.ballot@mac.com). For further information about the author and his works, please visit [www.AlanJacobson.com](http://www.AlanJacobson.com).

**About *Crush*:**

In *Crush* (Vanguard Press Hardcover, October 2009, \$25.95), Alan Jacobson plunges readers deep into the wine caves of Napa Valley to deliver a pulse-pounding thriller. Jacobson is known for meticulously researched and plotted novels, and *Crush* is no exception: In addition to studying the FBI's prestigious profiling unit for over seven years, Jacobson also extensively toured the Napa Valley wine region that serves as the story's setting, conducting countless interviews with vintners and winery owners. The result is a novel crackling with excitement and redolent with fine detail, one *Publisher's Weekly* calls "addictive."

**About Alan Jacobson:**

Alan Jacobson is the bestselling author of the critically acclaimed thrillers *False Accusations*, *The Hunted*, *The 7th Victim*, and *Crush*. Alan's books have been published in several languages, and *The 7th Victim* is currently under development as a major motion picture. Alan, a native New Yorker, lives in northern California and holds a doctorate in chiropractic medicine. He now cracks spines of a different sort.

**About Peju Winery:**

Established in 1982 by Tony and Herta Peju, Peju is still a family-owned and operated winery located in Napa Valley's Rutherford Appellation. Peju's organically farmed Rutherford Estate Vineyard is home to 30 acres planted to Cabernet Sauvignon, Merlot and Cabernet Franc. Peju also produces wines from its sustainably farmed Napa Valley Persephone and Wappo Vineyards. Visitors are welcomed into a magnificent 50-foot tasting room tower to sample Peju's award-winning wines, including its flagship H.B. Reserve, Cabernet Sauvignon, Merlot, Cabernet Franc, Zinfandel, Syrah, Sauvignon Blanc, Chardonnay and Provence, a proprietary blend of red and white varietals. Peju visitors can also enjoy pristine gardens, art exhibits, an extensive gift shop, three wine clubs and an on-premise kitchen that hosts a variety of events and classes. Peju's 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](http://www.peju.com) or call 800-446-7358.

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