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PEJU PINK WINE SUPPORTS NAPA'S QUEEN OF THE VALLEY BREAST CENTER **A Portion of Peju Pink Net Proceeds Donated to Assist Patient Care and Treatment**

Rutherford, Calif. – Peju Winery announced that for the second consecutive year it has donated a portion of sales from Peju Pink wine to Napa Queen of the Valley Medical Breast Imaging Center. The contribution is designated to directly assist women in need of breast cancer treatment and care. Last year's 2008 Peju Pink proceeds enabled 15 patients with limited or no health coverage to receive mammograms, ultrasounds and biopsies.

"The Queen of the Valley Breast Center was just the type of facility we were looking for," Peju Owner Ariana Peju said. "We wanted to immediately help those that need assistance in receiving these preventative and life-saving treatments, many of whom are not able to obtain the proper care because of expense and insurance limitations. We thank all the customers and supporters of this wine and cause."

The Queen of the Valley Breast Imaging Center combines the skilled expertise of dedicated nurses and technicians along with and the most advanced diagnostic procedure available to identify and treat breast disease for women in the local community. In addition to clinical care, the Breast Imaging Center facilitates several support groups that assist patients who need help with the emotional burden of serious illness.

Dick Green, Vice President at Queen of the Valley Medical Center Foundation, acknowledged Peju's donation by stating, "Peju Winery supports the Queen's Cancer Program with a commitment that serves our wonderful community in an exemplary way. For the second year in a row their very generous donation will enable us to better help Napa cancer patients recover, rehabilitate and regain the health and vigor they so much enjoy. It would be impossible to thank them too much for all the good their contributions do."

Peju Pink came to fruition in the winter of 2007 when the women of Peju, including owners Herta, Lisa and Ariana Peju and winemaker Sara Fowler, wanted to create a wine to honor the many lives that have been touched by breast cancer. Since, Peju has donated nearly \$60,000 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.

The small production of Peju Pink retails for \$22.00 per bottle and is available exclusively in Peju's tasting room and online at www.peju.com. The new 2009 vintage is slated for release on May 1, 2010, just in time for Mother's Day. Peju Pink is a fragrant rose wine with hints of crisp peach and passion fruit and is served chilled.

About Peju Winery:

Established in 1982, Peju is a family-owned and operated winery located in Napa Valley's Rutherford Appellation. Peju produces award-winning wines from its organic and sustainably farmed vineyards and solar powered winery facility. The majority of Peju wines are offered directly to guests in the tasting room and through the Peju Wine Club. The tasting room, art exhibit and gardens are open daily from 10 a.m. to 6 p.m. and are located at 8466 St. Helena Hwy, Rutherford, Napa Valley. For more information, visit www.peju.com or call 800-446-7358.

About Queen of the Valley Medical Center:

Queen of the Valley Medical Center is a 191-bed, acute-care facility founded by the Sisters of St. Joseph of Orange. The Queen is the largest health care facility and one of the largest employers in Napa County. Services provided include: Regional Heart, Orthopedic and Cancer Centers, a Women's Center, maternity and infant care, inpatient and outpatient surgery, occupational health, imaging center and full-service emergency department. More information about Queen of the Valley Medical Center can be found at www.thequeen.org.