



FOR IMMEDIATE RELEASE
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PEJU WINERY PEJU PINK WINE SUPPORTS QUEEN OF THE VALLEY BREAST CENTER **25 Percent of Wine's Net Proceeds Donated to Assist Patient Care and Treatment**

Rutherford, Calif. - Peju Winery, a family-owned and operated boutique winery located in the heart of the Napa Valley, announced that it donated more than \$12,000 in January, 2009 to the Napa Queen of the Valley Medical Center 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.

"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 who needed assistance in receiving these life-saving treatments. Many women are not able to obtain the proper care because of expense and insurance limitations. We're going to continue producing the Peju Pink so that we can give back to this worthwhile effort, and we thank all of the customers and supporters of this wine and cause."

Dick Green, Vice President at Queen of the Valley Medical Center Foundation acknowledged Peju's donation by stating: "We are grateful Peju Winery has decided to support our Cancer Program. The community will greatly benefit from this kind donation. We look forward to a continued community partnership."

In conjunction with the production of the Peju Pink wine, the Peju staff participated in both the Avon Walk for Breast Cancer in San Francisco and the American Cancer Society Relay for Life in Napa. The combined efforts have donated nearly \$50,000 to breast cancer organizations, most recently to the Queen of the Valley Breast Center.

In the winter of 2007, 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 25 percent of its net proceeds to breast cancer research and patient care.

The small production of Peju Pink 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 best 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 Peju tasting room tower.

About Peju Winery:

Established in 1982, Peju Winery is a family-owned and operated boutique winery located in Napa Valley's Rutherford Appellation. Peju's organically farmed Rutherford H.B. Vineyard is home to Cabernet Sauvignon, Merlot and Cabernet Franc. Peju also produces wines from its sustainably farmed Persephone Vineyard (Pope Valley) and planting is underway at the Wappo Vineyard (Dutch Henry Canyon). Visitors are welcomed into a magnificent 50-foot tasting room tower to sample Peju's award-winning wines along with pristine gardens, an art exhibit, extensive gift shop, three wine clubs and a full-working 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, 94573. 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 was founded by the Sisters of St. Joseph of Orange. Its mission is to extend the healing ministry of Jesus in the tradition of the Sisters of St. Joseph of Orange by continually improving the health and quality of life of people in the communities we serve.