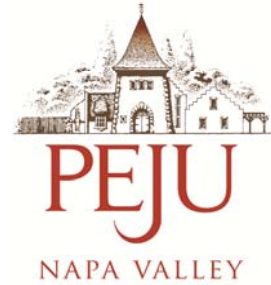


FOR IMMEDIATE RELEASE

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**PREMIERE NAPA VALLEY AUCTION SETS NEW RECORD
PEJU "CULT" CABERNET FRANC LOT SELLS FOR \$10,000.00**

Rutherford, Calif. — The Napa Valley Vintners' (NVV) annual wine futures auction to the wine trade held Saturday, February 26th at the Culinary Institute of America in the Napa Valley, set a new record this year generating \$2.4 million in revenue.

Peju Winery's Lot #45, a barrel future of 2009 Cabernet Franc sold for \$10,000.00 to Los Angeles based restaurateur and fine wine retailer, BottleRock. Crafted exclusively from the Demeter block at the Peju Persephone Vineyard, this "cult" Cabernet Franc wine exhibits deep, rich, opulent black fruits on the nose and the palate is filled with juicy, ripe plums and raspberries with hints of cocoa and cigar box. The Peju 2008 Cabernet Franc Napa Valley vintage will be released in early March of 2011.

On Friday, February 25th for the third straight year, Peju Winery played host to 21 Rutherford Appellation Member Wineries (Alpha Omega, Cakebread Cellars, Conn Creek Winery, Courtesan Wines, Faust, Flora Springs, Frank Family Vineyards, Grgich Hills Estate, Hall, Honig, Martin Estate, Monticello Vineyards, Peju, Provenance Vineyards/Hewitt Vineyard, Raymond Vineyards, Round Pond Estate, Rutherford Hill Winery, St. Supery, Terlato Family Vineyards, The Terraces and Tres Sabores) for the 2011 Premiere Napa Valley Rutherford Appellation Barrel Tasting. Over 300 members of the wine trade and press attended this invitation-only event at Peju Winery's Rutherford Estate where they were able to meet the winemakers and taste barrel samples for each of the auction lots and additional wines.

Owner Herta "HB" Peju, acknowledged another successful event by stating, "Peju Winery is happy to host the Rutherford AVA Member Wineries for this important event each year, as it helps to showcase the terroir of the Rutherford Appellation and the unique character of the wines produced within our region of the Napa Valley. It should come as no surprise that the five case lot that made auction history this year, selling for \$125,000 to a Japanese importer, was for a Cabernet Sauvignon from our very own Rutherford Appellation."

About Peju Winery:

Established in 1982, Peju is a family-owned and operated winery located in Napa Valley's Rutherford Appellation. Peju is a certified green business and 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 gallery and gardens are open daily from 10 a.m. to 6 p.m. and are located at 8466 St. Helena Hwy, Rutherford, CA. For more information, please visit: www.peju.com

About the NVV

The Napa Valley Vintners is the non-profit trade association responsible for promoting and protecting the Napa Valley appellation as the premier winegrowing region. From seven founding members in 1944, today the association represents nearly 400 Napa Valley wineries and collectively is a leader in the world-wide wine industry. To learn more about our region and its legendary American wines, visit www.napavintners.com.