

NEWS RELEASE

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Corbett Canyon Vineyards Stands by Commitment to “Taste the Wine, Not the Cork” with Move to 1.5L Stelvin

Corbett Canyon is the largest US wine brand - with 3 million cases sold annually - to convert to the Stelvin® twist top closures on all 1.5L and 750mls bottles

San Francisco, CA (January 23, 2007) In a continued commitment to delivering the freshest, best tasting entry-level premium varietal wine, Corbett Canyon is immediately moving all its 1.5Lml wines to the superior Stelvin “twist top” closure.

Corbett Canyon began its wine freshness crusade back in spring 2003 when its award winning bottled wine also became available in the Premium Wine Cask. Utilizing a patented SmartTap® spout system the brand guaranteed fresh tasting wine for up to six weeks after opening. Consumers have enthusiastically embraced the wine Cask format with Corbett Canyon premium wines, pouring almost 100 million glasses from the Corbett Canyon Premium Cask format since its 2003 launch. Keen to ensure a positive experience each and every time a wine drinker reached for Corbett, the winery began to explore converting all bottled wines to this innovative closure.

Corbett Canyon Winemaker, John Clark, comments: ***“I have watched with interest as more high-end wineries move to bottling all or a percentage of their wine with twist tops. I thought to myself it shouldn’t just be the appreciators of \$150 wines that enjoy the taint-free guarantees that the Stelvin twist-top closure offers. In fact, it is even more important that casual wine lovers have a good experience to keep the wine business healthy and growing.”*** Clark adds: ***“The thought of new or current Corbett drinkers going away thinking he or she didn’t like our wine, when in fact the problem was cork taint, is unforgivable. But thanks to the Stelvin closure, cork taint is history. We are focused on our wines becoming the best tasting entry-level varietals available, and it makes sense that we are the first Top 20 wine brand to adopt this closure to guarantee wine quality each and every pour.”***

Corbett Canyon is supporting it's commitment to "fresh wine" with National Network Radio advertising that will "echo" from stations across the country in March. Since 1999, Corbett Canyon has spent well over \$32 million dollars introducing fresh wines to a new generation.

Corbett Canyon Vineyards offer seven varietals – Chardonnay, Pinot Grigio, White Zinfandel, Merlot, Cabernet Sauvignon and new to the line in 2007 – Pinot Noir. Available nationwide in grocery and liquor stores in 750ml and 1.5L bottles and the Premium Wine Cask. Corbett Canyon suggested retail price is approximately \$5 per 750ml.

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