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FOR IMMEDIATE RELEASE:

August 28, 2006

**~3rd Annual Spotlight on Zinfandel~
October 14 & 15, 2006**

Tickets Now on Sale!

SONOMA, Calif.—August 28, 2006 – Heart of Sonoma Valley Association (HOSVA) announces their 3rd Annual Spotlight on Zinfandel! Twelve wineries throughout Sonoma Valley will be celebrating the notorious and glorious Zinfandel grape at this special weekend event. Join wineries as they explore the winemaking process, discuss the special characteristics of the terroir, and share with you the fundamentals of what makes Zinfandel unique through tastings, aroma sensory, wine blending, and barrel sampling. In addition, winemakers will be present at several wineries to share in this experience. The event is scheduled for Saturday & Sunday, October 14 & 15 from 11 AM to 4:30 PM both days.

“This is the third year we have celebrated this sumptuous and popular varietal and we have experienced an overwhelming response from both locals as well as tourists visiting Sonoma Valley. The educational component really adds to this event giving aspiring and avid wine lovers the opportunity to learn about this specific varietal (grape) through barrel tasting, vertical sampling and appellation specific comparisons.” Said Lesli John, President of HOSVA & Director of Sales & Marketing at VJB Vineyards & Cellars. “Our Spotlight on Varietals events are perfect for those not familiar with a particular wine and those wanting to taste their favorite

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wine in a spectacular setting at several different wineries in Sonoma Valley. Everyone walks away having learned something new!”

Participating wineries include: Blackstone Winery, B.R. Cohn Winery, Eric Ross Winery, Kaz Vineyard & Winery, Kunde Estate Winery & Vineyards, Ledson Winery & Vineyards, Loxton Cellars, Mayo Family Winery, SL Cellars, The Wine Room, VJB Vineyards & Cellars and Wellington Vineyards.

Tickets are only \$20 per person for the weekend. Admission includes souvenir wine glass and access to all participating wineries event wine tastings for the weekend.

About Heart of Sonoma Valley Association

Heart of Sonoma Valley Association (HOSVA) is an alliance of 22 wineries and tasting rooms in the environs of Glen Ellen and Kenwood. HOSVA's area is the verdant stretch of lush vineyards along scenic Highway 12 mid-way between Santa Rosa and the town of Sonoma, where for a century and a half many of the vintages that have made California wines world leaders in viticulture have been harvested.

EVENT DETAILS AT A GLANCE:

What: 3rd Annual Spotlight on Zinfandel

When: Saturday, October 14 and Sunday October 15, 2006

Where: Blackstone Winery, B.R. Cohn Winery, Eric Ross Winery, Kaz Vineyard & Winery, Kunde Estate Winery & Vineyards, Ledson Winery & Vineyards, Loxton Cellars, Mayo Family Winery, SL Cellars, The Wine Room, VJB Vineyards & Cellars and Wellington Vineyards

Time: 11 AM to 4:30 PM both days

Cost: \$20 per person for the weekend. Ticket includes logo wine glass and access to all wineries for the weekend. Tickets are available in advance online or may be purchased at the door of participating wineries the weekend of the event.

Info: For info and tickets please visit www.heartofsonomavalley.com or call (866) 794-9463.

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