



PRESENTED BY VISA SIGNATURE
MAY 16TH & 17TH, 2009
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Tickets on Sale **3rd ANNUAL PASSPORT TO SONOMA VALLEY, MAY 16-17**

The Ultimate “Staycation” Weekend Features More than 50 Sonoma Valley Wineries and Grape Growers Presenting Special Wine Offers, “Grape to Glass” Tastings and Internationally-Themed Celebrations

Plus

Special Discounts for Visa Signature® Cardholders

Sonoma, CA (March 26, 2009) Executive Director Grant Raeside of the Sonoma Valley Vintners and Growers Alliance (SVVGA) has announced that tickets are now on sale for the **3rd annual Passport to Sonoma Valley**, taking place May 16th and 17th from 11:00am – 4:00pm at wineries and vineyards throughout historic Sonoma Valley. From food and wine aficionados to ‘staycationers’ looking for a unique, close-to-home experience, Passport to Sonoma Valley swings open the cellar doors of California’s oldest and most coveted artisan wineries in an internationally-themed celebration of Sonoma’s food, wine and arts scene. Visa Signature returns again this year as presenting sponsor, offering cardholders event perks and savings. Visitors to the valley-wide open house will be issued a “passport”, providing them unprecedented access to the wines and wineries of California’s oldest wine region, including special pricing, exclusive wine offers and internationally themed celebrations.

Tickets for Passport to Sonoma Valley are: \$55/weekend, \$50/day and \$10/designated driver when purchased in advance or \$65/weekend and \$60/day when purchased at the event (subject to availability). Visa Signature cardholders receive special discounts when they use their Visa Signature card to purchase tickets. On the day of the event, ticket holders, and those wishing to purchase tickets must check in at one of four designated “start” locations – including Viansa Winery & Marketplace, Sebastiani Vineyards & Winery, Valley of the Moon Winery and Ledson Winery & Vineyards - to receive their passport and complimentary wine glass. For more information and to **purchase tickets, visit www.SonomaValleyWine.com or call 707-935-0803.**

In addition to ticket discounts, Visa Signature cardholders will receive a 5% discount on wines purchased during the event using their Visa Signature card at participating wineries. Visit www.SonomaValleyWine.com to see the list – updated regularly - of the wineries and activities planned for this year’s Passport to Sonoma Valley.

New! - Grape to Glass Tasting

Passport to Sonoma Valley is kicking off their third year and the unofficial start of the tourist season with a new, and very exciting “behind the scenes” opportunity for Passport holders. For the first time, participating wineries are partnering with their growers to provide the ultimate tasting experience; pouring their best wines on site in the vineyards where the grapes were sourced. In addition to feeling an even greater connection between the “grape and the glass”, Passport attendees will enjoy the rare – and often breathtaking - opportunity to taste among the vines of Sonoma’s most exclusive vineyards, not normally open to the public.

Participating Wineries

Passport to Sonoma Valley provides a unique opportunity to go beyond the traditional tourist experience; to discover the people, places and wines that make Sonoma Valley one of the world’s great wine regions. This journey of discovery will take passport holders off the beaten path to tiny cult wineries not normally open to the public, to historic estates that ushered in the California wine industry and to the many family-owned and operated wineries that define Sonoma’s “farm to table” culture. Each winery will showcase the very best of their current release, library wines and special bottlings, paired with internationally themed foods, costumes and entertainment. Special discounts and after hours shopping will also be part of the two celebration.

The more than 50 participating wineries include: Anaba Wines, Arrowood Vineyards & Winery, Atmosphere Wines, Audelssa Estate Winery, B.R. Cohn Winery, Bartholomew Park Winery, Benziger Family Winery, Blackstone, Winery, Bonneau Wines, Charles Creek Vineyard, Chateau St. Jean, CLARBEC Wines, Cline Cellars, David Noyes Wines, Deerfield Ranch Winery, Enkidu Wines, Fichtenberg Vineyards, GlenLyon Vineyards & Winery, Gloria Ferrer Caves & Vineyards, Grange Sonoma, a Tasting Room Collective, Gundlach Bundschu, Haywood Estate Winery, Imagery Estate Winery, Jacuzzi Family Vineyards, Kaz Vineyard & Winery, Kunde Family Estate, Landmark Vineyards, Larson Family, Winery, Ledson Winery & Vineyards, Little Vineyards Family Winery, Loxton Cellars, MacLeod Family Vineyard, Mayo Family Winery, Mulas Family Vineyards, Muscardini Cellars, Nicholson Ranch, Paint Horse Winery, Paradise Ridge Winery, Ravenswood Winery, Robert Hunter Winery, Roessler Cellars, Roshambo Winery, Sebastiani Vineyards & Winery, Sharp Cellars, Spann Vineyards, St. Francis Winery &

Vineyards, Tin Barn Vineyards, Ty Caton Vineyards, Valley of the Moon Winery, Viansa Winery & Italian Marketplace, and VJB Vineyards & Cellars

About Visa Signature

The 2009 Passport to Sonoma Valley weekend is presented by Visa Signature, whose cardholders will receive exclusive savings and benefits throughout the event. From benefits that save time to benefits that help to safeguard purchases, Visa Signature helps cardholders get the most out of life. In addition to a choice of numerous airline, hotel and other premium reward partners, cardholders enjoy access to around-the-clock complimentary concierge services; epicurean events and reservations at the hottest restaurants; premium merchant offers; and access to exclusive events such as the Olympics, Super Bowl and the Tony Awards, as well as preferred access and seating at local sporting events, concerts and movie screenings. For more information about Visa Signature, visit www.visa.com/signature.

About the Sonoma Valley Vintners & Growers Alliance (SVVGA)

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 vintners, growers and associates who share a mission to promote awareness of Sonoma Valley's grapes, wine, terroir and history as the birthplace of the California wine industry. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit organization that has raised over \$8,000,000 for local Sonoma Valley charities through the Sonoma Valley Harvest Wine Auction. For more information on the SVVGA and SVVGF, please call 707-935-0803 or visit w.sonomavalleywine.com.

About SVVGA Annual Events

Each year, the Sonoma Valley Vintners and Growers Alliance partners with local wineries, growers, restaurants and hospitality providers to produce four signature events designed to raise awareness and appreciation for the artisan grapes, wines and food of Sonoma Valley. The events include: **Holiday in the Vines; VINOLIVO; Passport to Sonoma Valley; and Sonoma Wine Country Weekend**, featuring **the Sonoma Valley Harvest Wine Auction**. For more on these events, visit www.sonomavalleywine.com or call 707-935-0803.

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