

FOR IMMEDIATE RELEASE:

14th Annual Sonoma Valley Harvest Wine Auction to Donate

\$525,580 to Local Charities

**Largest Donation Ever from Sonoma Valley Vintners & Growers Alliance
to Local Charities**

SONOMA, Calif. (November 28, 2006) – Sonoma Valley Vintners and Growers are thrilled to announce that they will be donating \$525,580 to local charities from monies raised at the 14th Annual Sonoma Valley Harvest Wine Auction. In fourteen years, the SVHWA, produced by the Sonoma Valley Vintners & Growers Alliance has raised close to \$5 million to benefit Sonoma Valley charities.

“Thanks to the generosity of everyone involved, we raised thirty percent more than last year, far surpassing our expectations,” said Don Chase, president of the Sonoma Valley Vintners & Growers Alliance. “We are pleased to be able to make such a positive impact within the community where we live and work.”

Beneficiaries of the 2006 Sonoma Valley Harvest Wine Auction include Friends in Sonoma Helping, Hanna Boys Center, Kenwood Education Foundation, La Luz, Sonoma Community Center, Sonoma Ecology Center, Sonoma Land Trust, Sonoma Valley Community Health Center, Sonoma Valley Education Foundation, Sonoma Valley Hospital Foundation, Sonoma Valley Mentoring Alliance, Willmar Center for Bereaved Children, Valley of the Moon Boys & Girls Club and Vineyard Worker Services.

The highlight of the raucous, wine-fueled "Vino Las Vegas" themed event included a record-breaking single bid of \$100,000 for grape grower Bob Sangiacomo's last vintage. In a spirited and emotional round of bidding, the Benziger Family outbid philanthropists Bob & Carolyn Stone. The crowd of 530 was on its feet, cheering wildly, throughout the bidding.

The Sonoma Valley Harvest Wine Auction is known for being an upbeat, informal affair. Before each lot is auctioned, the donors perform skits – often spoofing themselves. The biggest skit of the show featured women from 30 wineries, dressed as outrageous Vegas-bound brides. The women were promoting “Magnum Force,” a lot that includes 30 magnums of Sonoma Valley wine – and raised \$8,500. Other skits featured vintners and grape growers dressed as Vegas showgirls and Elvis impersonators.

For a detailed breakdown of auction results or to request photography from the 2006 Sonoma Valley Harvest Wine Auction, please contact Toby Baird or Casey Shaughnessy at 415-394-6500 – or Toby@GlodowNead.com or Casey@GlodowNead.com

About the Sonoma Valley Vintners & Growers Alliance (SVVGA)

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a unique non-profit organization. Hundreds of vintners and growers share a mission to promote Sonoma Valley wines and grapes, support cooperation and collaboration among vintners and growers, and develop community awareness of the industry. For more information on the SVVGA, please call 707-935-0803 or visit www.SonomaValleyWine.com

- # # # # -

Media contact: Toby Baird or Casey Shaughnessy Glodow Nead Communications, 415-394-6500