

BOTA BOX

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Bota Box and Arbor Day Foundation Team Up to Plant 10,000 Trees for Earth Day 2010

Napa, CA – Bota Box, a portfolio of premium California bag-in-box wines, will team up with the Arbor Day Foundation for the second consecutive year to support U.S. reforestation. This April, Bota Box will reinforce its environmental stewardship by helping the Arbor Day Foundation plant 10,000 trees nationwide. Bota Box will fund the Earth Day reforestation program by donating a portion of its April sales proceeds to the Arbor Day Foundation. In addition, Bota Box will donate \$2.00 for each new Facebook user who becomes a Bota Box Fan during the month of April.

“We are honored to partner with one of the world’s largest nonprofit conservation organizations dedicated to planting trees,” said John Garaventa, Senior Brand Manager for Bota Box. “We take great care to package our wines using environmentally friendly materials to protect the nation’s forests. In working with the Arbor Day Foundation, we now have the opportunity to rally consumer support for the vitally important cause of reforestation.”

Bota Box is already the green choice for wine enthusiasts. The packaging is printed on recycled paper containing 100% post-consumer fiber and the box itself is 100% recyclable. Soy-based inks and coatings are printed directly on non-bleached Kraft paper, which is bonded together with cornstarch instead of glue. The bag does not contain phthalate plasticizers or Bisphenol-A (BPA).

According to recent studies, bag-in-box wines, like Bota Box, have a smaller carbon footprint than traditional glass bottles. Bag-in-box wines create 85% less landfill waste than glass wine bottles. The transport of Bota Box reduces greenhouse gas emissions because the packaging is 35% lighter on average than glass as well as 44% smaller in size.

About Bota Box

Bota Box is crafted by DFV Wines, a family-owned winery with 85 years of experience in California winemaking and winegrowing. Bota Box, launched in 2003, produces premium California wine in 3-liter boxes made from 100% recyclable, unbleached, post-consumer fiber. Using state of the art FlexTap™ technology, Bota Box wines are kept fresh for up to six weeks after opening, allowing consumers to enjoy a glass of wine without worrying about waste or spoilage. Bota Box offers six popular California varietals: Cabernet Sauvignon, Chardonnay, Merlot, Pinot Grigio, Shiraz and Old Vine Zinfandel. For more information about Bota Box, visit www.botabox.com or find Bota Box on Facebook at www.facebook.com/botabox.

About the Arbor Day Foundation

The Arbor Day Foundation is a nonprofit conservation and education organization of more than one million members, with a mission to inspire people to plant, nurture, and celebrate trees. More information on the Foundation and its programs can be found at www.arborday.org.

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