

Contact: Bethany Browning
(707) 265-1715
bbrowning@dfvwines.com

March 26, 2007

FOR IMMEDIATE RELEASE

Delicato Family Vineyards Changes Name to DFV Wines

DFV Wines Reflects 80 Years of Family Farming, Focus on Future

Napa, Calif.—Delicato Family Vineyards announced today that it changed the name of its branded wine portfolio to DFV Wines. The change reflects the Indelicato family's 80-year ownership of the company, while embracing its long range strategic focus on crafting distinctive wines from its vineyards in the \$10-\$15 price range. Its Custom Resource Group and vineyard holdings will retain the Delicato Family Vineyards name.

In addition to the name change, DFV Wines also redesigned its logo to feature three hills representing its family heritage, vineyard properties and quality wines, as well as the three generations of the family that continue to contribute to the success of the winery and vineyards.

“Changing the branded portfolio name to DFV Wines integrates a forward-thinking strategic direction with the Indelicato family's deep roots in the wine industry,” said CEO and Third-Generation Family Member, Chris Indelicato. “With 80 years' experience in the wine industry, my family has kept an eye on the future while relying on the experiences of the past. We recognize that the future of the wine industry is in the premium wine category. The new name is a nod to the changing marketplace, as well as a demonstration of our heritage of excellence.”

DFV Wines has enjoyed runaway success in the branded portfolio segment of its business, launching popular wines such as Gnarly Head, Irony Napa Valley, 337 and Twisted. “This relatively new portfolio provides a solution to consumer demand for flawlessly-crafted wines with unique flavor profiles,” said Indelicato. “Consumers first buy wines like Gnarly Head or Twisted because of the eye-catching, contemporary packaging. They continue to purchase these wines because they deliver the flavors and varietal expression consumers demand.”

DFV Wines is a family-owned winery committed to its 80-year California winemaking and winegrowing heritage. Three generations of the Indelicato family have overseen vineyard operations and winemaking at their California vineyard properties in Monterey and Lodi, maintaining the unparalleled standards for which they are known. DFV Wines' Family Farmed philosophy reflects its unwavering dedication to environmentally sensitive and economically sustainable business practices.

DFV Wines answers the consumer demand for enjoyable, mindfully grown, intelligently vinified wines suitable for every occasion. DFV Wines' portfolio includes Delicato Family Vineyards, Gnarly Head, Twisted, Irony Napa Valley, 337, Clay Station, Joe Blow, King Fish and Monterra. www.dfvwines.com.

###

Editors Note: Logo and Images available for download at www.dfvwines.com or contact Bethany Browning.