



FOR IMMEDIATE RELEASE

February 18, 2009

DFV WINES JUST GOT HOTTER!

Third Generation California Winery Brings Home Two Impact Hot Brand Awards for 2008

Napa, CA – DFV Wines, a family-owned California winery, is proud to announce that leading industry publication *Impact Databank* has named two of its wine brands, Gnarly Head and Bota Box, as 2008 Hot Brands. This is the second consecutive Hot Brand Award for Gnarly Head and represents a milestone for premium bag-in-box wine brand, Bota Box.

Domestic wine brands must meet the following criteria to qualify as *Impact* Hot Brands: established brand with double-digit growth each year in 2006, 2007 and 2008 and a minimum volume requirement of 200,000 cases.

"In every DFV Wines venture, our aim is to craft quality, consumer-friendly wines, that offer great value," said Jim Ferguson, Vice President of Marketing for DFV Wines. "We're proud to continue delivering on that promise, providing consumers with consistently expressive, uniquely packaged wines in a very competitive marketplace."

Marvin Shanken, editor of *Impact*, *Wine Spectator*, *Market Watch*, *Food Arts* and *Cigar Aficionado*, will present DFV Wines' CEO Chris Indelicato with the Hot Brand awards at the upcoming Wine & Spirits Wholesalers Association convention in Orlando on April 27, 2009.

ABOUT DFV WINES

DFV Wines is a family-owned winery with 85 years of experience in California winemaking and winegrowing. Three generations of the Indelicato family have overseen vineyard operations and winemaking at their California properties and today the company is led by CEO and President, Chris Indelicato. DFV Wines is steadfastly committed to crafting and representing wines of the highest quality produced in accordance with sustainable winegrowing practices. The DFV Wines' brand portfolio includes Gnarly Head, 337, Irony, Bota Box, Loredona, Twisted, Brazin, Delicato and King Fish. In addition, DFV Wines is the exclusive U.S. importer of Château Maris, organic and biodynamic wines from the Minervois La Livinière region of Southern France and Bodegas Baigorri of Rioja, Spain.

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