

INTERNATIONAL WINE ASSOCIATES

MERGERS & ACQUISITIONS—CORPORATE FINANCE—PLANNING—VINEYARD BROKERS

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Press Release

FOR IMMEDIATE RELEASE

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INTERNATIONAL WINE ASSOCIATES SERVED AS ADVISOR TO RANDALL GRAHM IN THE SALE OF PACIFIC RIM WINEMAKERS TO BANFI VINTNERS

Healdsburg, California – 31 December, 2010 – Robert Nicholson, the principal of International Wine Associates, the mergers and acquisitions advisory firm that specializes in the wine and liquor industry, announced that IWA served as exclusive advisors to Randall Graham, the owner of Pacific Rim Winemakers, a leading producer of Washington wines, and initiated the sale of Pacific Rim to the Mariani family of Banfi Vintners.

According to the Mariani Family their acquisition of Pacific Rim promises opportunities that will lead the business to even greater heights. “It’s clear that there’s something very special happening at Pacific Rim,” says James Mariani, co-CEO of Banfi “Pacific Rim has recorded unprecedented growth while maintaining the highest standards of wine quality and business innovation. These core values align seamlessly to the Mariani Family and our existing portfolio of brands.”

Terms of the transaction were not disclosed.

About IWA

Incorporated in 1990, IWA is the leading mergers and acquisitions firm that specializes in the wine industry and has completed more transactions than any other advisory firm. Since 1993 IWA has initiated and completed over \$ 950 million in wine industry transactions. In addition to the sale of Pacific Rim Winemakers, IWA transactions have included, amongst others, the 2010 sale of Hangar One vodka, the USA’s leading brand of craft distilled vodka, the \$ 200+ million sale of certain California and Pacific Northwest wine brands and assets for Constellation in 2008, the 2006 sale of Bonny Doon Vineyard’s *Big House* brand, Cline Cellars’ sale of the *Red Truck* California wine brand in 2005, the 2003 sale of Wild Horse Winery to Jim Beam, the 2001 Hogue Cellars sale to Vincor, Jim Beam’s acquisition of Geyser Peak Winery in 1998, the 1995 Errazuriz *Caliterra* joint-venture with Robert Mondavi and Heublein’s 1993 sale of *The Greystone* building in the Napa Valley to The Culinary Institute of America.

For more information call Robert Nicholson at 707/433-8122 or visit www.intlwine.com.