

Jackson Family Enterprises Public Relations Report December 1-31, 2009

Media Highlights

NATIONAL

- Sports Illustrated, *The Gossip Girl*, Rachel Alexandra
- Today Show - *December 4, Wine & Food Pairing by Ray Isle, Food & Wine*, La Crema 2008 Monterey Pinot Noir
- Wine Enthusiast Magazine, *Cambria's 2006 Julia's Vineyard Pinot Noir Selected Number One Wine of 2009*
- Wine.com, *Announcing the 2009 edition of the Wine.com 100*, Cambria 2006 Julia's Vineyard Pinot Noir selected Number One by customers
- Associated Press, *SIP: Bargain Bottles for Pennypinching Palates*, Kendall-Jackson Customized Blends for the Wine Lover who has Everything
- Wall Street Journal, *Wine Events/Toast to the Season - Wine Country Passport*, Cambria Open House
- Wall Street Journal, *Cellared Wine as a Window to the Past*, Freemark Abbey Sycamore Cabernet Sauvignon Library Wines

CLASSICS

Kendall-Jackson

- New Canaan Advertiser, *A toast to great bargains in fine wines*, Vintner's Reserve Chardonnay
- Wine Country this Week, *Kendall-Jackson Winery - Winemaker Profile on Randy Ullom*, Vintner's Reserve Chardonnay, Highland Estates Chardonnay, Pinot Noir, Cabernet Sauvignon, Syrah, Rachel Alexandra Pinot Noir
- Cosmopolitan, China, *Drink the Wine - Drink the Sunshine*, Kendall-Jackson Wine Center dessert wine and food pairing
- Good Housekeeping, China, *Intoxicated by California's Endless Sunlight*, Vintner's Reserve Chardonnay
- Jet Magazine, Hong Kong, *Enjoy wines in California*, Kendall-Jackson Wine Center blending seminar

Murphy-Goode

- Goodgrape.com blog, *The 2009 Best of Wine Online Awards - Best Story of the Year/Consumer*, A Really Goode Job

Pepi

- Minnesota Monthly, *Chardonnay uncorked*, Chardonnay

ESTATES

Arrowood

- Entrepreneur magazine, *A Wine Adventure*, 2007 Sonoma County Chardonnay, 2004 Saralee's Vineyard Syrah, 2005 Sonoma County Cabernet Sauvignon, 2005 Monte Rosso Vineyard Cabernet Sauvignon

Cambria

- Steve Heimoff Blog, *Wine Enthusiast's 2009 Wine of the Year*, 2006 Julia's Vineyard Pinot Noir

Freemark Abbey

- San Francisco Examiner, *Examiner Gift Guide*, Cabernet Sauvignon library wines

La Crema

- Press Democrat, *La Crema winemaker opts for elegance in pinot*, 2008 Sonoma Coast Pinot Noir
- Minnesota Monthly, *Chardonnay uncorked*, Chardonnay

Matanzas Creek

- KRSH radio, *Ziggy the Wine Gal*, Open House at Matanzas Creek

Pelton House

- Northbay Biz, *A Place in Time*, Pelton House

ELITE ARTISANS

Arrowood

- Winies Magazine, South Korea, *The Essence of California*, Arrowood Winery pictured

CULINARY

- ABC-View from the Bay (ABC) SF, *Cooking Demo with Chef Ryan Pollnow*

Press Releases

- Cambria Winery's Pinot Noir Named Top Wine for 2009 - Wine Enthusiast magazine toasts the 2006 Julia's Vineyard Pinot Noir with a No. 1 ranking
- Rachel Alexandra, Kendall-Jackson Donate \$20,000 to V Foundation for Cancer Research

Media Visits and Tastings

- **Matanzas Creek** - San Francisco Media Tour - Paige Porter Fisher, Better Homes and Gardens, Wolfgang Weber and Michael Kinney, Wine & Spirits magazine, Tim Teichgraber, San Francisco Chronicle, 2008 Helena Bench

- Sauvignon Blanc, 2008 Chardonnay, 2008 Journey Chardonnay, 2007 Journey Chardonnay, 2007 Jackson Park Merlot and 2007 Journey Red Wine.
- **Cambria** - Julie Brosterman, Women for Wine/Wine Valet, 2008 Katherine's Vineyard Chardonnay, 2007 Julia's Vineyard Pinot Noir, 2006 Julia's Vineyard Pinot Noir, 2007 Clone 4 Pinot Noir, 2007 Barbara's Pinot Noir, 2007 Clone 667 Pinot Noir.
 - **Cambria** - Media Event at Craft Restaurant, LA celebrating 2006 Julia's Vineyard Pinot Noir as the Wine Enthusiast number one wine pick of 2009. 2008 Katherine's Vineyard Chardonnay, 2007 Julia's Vineyard Pinot Noir, 2006 Julia's Vineyard Pinot Noir.
 - **Matanzas Creek** - Mary Ann Worobiec, Wine Spectator - Vineyard tour for story on Bennett Valley appellation.

Web 2.0 and Misc.

- Packaging World, *Glass helps build a restaurant brand and GPI winner, Silver Palm bottle design*
- EPA, *U.S. EPA recognizes Central Coast Vineyards for Achievement in Pesticide Stewardship, Jackson Family Wine Estates*
- Santa Maria Times, *Vineyard Team earns excellence award, Jackson Family Wine Estates*

EQUINE

- Nola.com, *Bob Fortus: Horse of the Year vote goes to Rachel Alexandra in extremely close call*
- TimesUnion.com, *More from Jackson on the Rachel Alexandra-Zenyatta debate*
- Macon.com, *Horse of the Year announcement fast approaching*
- Voice Tribune, *Asher picks all the best for big year*
- ESPN.com, *Most influential horses of the decade*
- New York Times, *The Case for Rachel Alexandra: Captivating Victories Against the Boys*
- Sportingnews.com, *It's Rachel Alexandra vs. Zenyatta for Horse of the Year honors*
- New York Times, *Rachel Alexandra and Zenyatta Cap Quite a Run*
- Associated Press, *Horse sense: Zenyatta, Rachel in mix for AP award*
- Sports Network, *Zenyatta and Rachel Alexandra recognized globally*
- The Washington Post, *There's only one choice for Horse of the Year*
- New York Daily News, *No debate, Rachel Alexandra is Horse of the Year*

If you have a great story idea or want a full listing of acclaims and accolades received in December please contact pr@jacksonfamilywines.com <<mailto:pr@jacksonfamilywines.com>> or call 707-525-6244.

