

Jackson Family Enterprises Public Relations Report September 2009

Media Highlights

NATIONAL

- Fortune magazine, *Road Warrior*, profile on Jess Jackson

CLASSICS

Kendall-Jackson

- Quarterly Review of Wines, *Wine Scene; 13th Annual Professional Excellence Awards*, Randy Ullom, recipient, Highland Estates Napa Mountain Cabernet Sauvignon
- WineBusiness.com, *Top 100 Wine Brands & Top 100 Individual Wines in USA Restaurants in 2008 Unveiled by Restaurant Wine Magazine*, Kendall-Jackson #1 Wine Brand, Vintner's Reserve Chardonnay #1 Wine
- The News-Gazette, IL, *Here's to living the good life - in wine country*, Healdsburg tasting room mentioned as a destination
- Sky Magazine/Delta Airlines, *More wine regions of the world*, Kendall-Jackson Wine Center mentioned as a sensory wine and food experience

Murphy-Goode

- Vineyard & Winery Management magazine, *And the Goode Job Goes to...*, Really Goode Job
- Examiner.com (Norfolk), *Wine tasting in cyberspace*, Really Goode Job
- PR Week, *Companies betting on online competitions to aid visibility*, Really Goode Job
- Wine Crush Radio, *Interview with Hardy Wallace*
- WineBiz Radio, *Interview with Hardy Wallace*
- Santa Rosa Rotary Club, *Hardy Wallace social media presentation*
- Mutineer magazine, *Interview and photo shoot with Hardy Wallace*
- Market Watch, *The Social Life of Wine*, Really Goode Job
- The News-Gazette, IL, *Here's to living the good life - in wine country*, Healdsburg tasting room mentioned as a destination
- The Sunday Paper, Atlanta, *SP 100: Ambassadors - Atlanta's It List 2009*, Hardy Wallace listed #7

ESTATES

Byron

- Santa Barbara Magazine, *Around Town, Over the Hill*, The Bench mentioned as a destination featuring Cambria, Byron, IO, Kinton wines

Cambria

- Santa Barbara Magazine, *Around Town, Over the Hill*, The Bench mentioned as a destination featuring Cambria, Byron, IO, Kinton wines

Freemark Abbey

- Washingtonexaminer.com, *The rich history of Freemark Abbey*, 2007 Viognier, 2007 Chardonnay, 2004 Merlot, 2004 Cabernet Sauvignon, 2002 Sycamore Cabernet Sauvignon, 2003 Bosché Cabernet Sauvignon
- Palate Press, *Wine Tourism Goes Local!*, listed as a destination, library wines focus

Kinton

- Santa Barbara Magazine, *Around Town, Over the Hill*, The Bench mentioned as a destination featuring Cambria, Byron, IO, Kinton wines

La Crema

- Restaurant Wine, *"Top 100 Brands" Sold in USA Restaurants in 2008*, La Crema listed in the top 100 brands on-premise
- Press Democrat, *Crème de La Crema*, Melissa Stackhouse profile, 2007 Sonoma Coast Chardonnay, 2007 Sonoma Coast Pinot Noir, 2007 Los Carneros Chardonnay, 2007 Monterey Pinot Noir
- Marin Magazine, *Six Degrees of Relaxation*, La Crema tasting room mentioned as a destination

Matanzas Creek

- Marin magazine, *Around Town*, Photo and mention of Days of Wine and Lavendar event
- National Hotel Executive, San Francisco, *13 Sonoma Wineries You Should Know*, Merlot, Estate listed as a destination
- Palate Press, *Wine Tourism Goes Local!*, Estate listed as a destination, romance focus
- Press Democrat, *Harvest heats up*, Matanzas Creek leads article with harvest pictures featured

Stonestreet

- Steve Heimoff blog, *Thinking about mountains, media, and Jess Jackson*, Christopher's Cabernet Sauvignon, Chardonnays, Sauvignon Blanc/Semillon project

ELITE ARTISANS

Arrowood

- San Francisco Chronicle, *In Their Own Words: Richard Arrowood*,
- Diablo magazine, *Arrowood Vineyards to Host Artist Reception*
- Press Democrat, *Catch fall colors at Arrowood*, 2006 Malbec

Hartford Family Wines

- Winereviewonline.com, *California Pinot Noir from a Top Specialist*, 2007 Land's Edge Pinot Noir
- North Bay Biz, *At a Glance, Hartford Family Winery*, 2007 Stone Côte Chardonnay, 2006 Four Hearts Chardonnay, 2007 Laura's Chardonnay, 2006 Land's Edge Pinot Noir, 2006 Far Coast Vineyard Pinot Noir, 2005 Sonoma Coast Syrah, 2006 Russian River Valley Zinfandel, 2007 Hartford Vineyard Zinfandel, 2006 Dina's Vineyard Zinfandel.

IO

- Santa Barbara Magazine, *Around Town, Over the Hill*, The Bench mentioned as a destination featuring Cambria, Byron, IO, Kinton wines

La Jota

- Quarterly Review of Wines, *Taming Howell Mountain "Precision viticulture" is the secret to La Jota Vineyard's success*, 2005 Merlot, 2005 Cabernet Franc, 2005 Cabernet Sauvignon, 2005 Heritage Release Cabernet Sauvignon

CULINARY

- Danville Weekly, *Finding the Perfect Match*, wine & food pairing, 2007 Vintner's Reserve Syrah, 2006 Vintner's Reserve Merlot, 2006 Vintner's Reserve Meritage, 2006 Vintner's Reserve Cabernet Sauvignon
- Biteclubbeats.com, *Handcar Regatta Caramel Corn*, Kendall-Jackson Culinary Team's recipe for Mama Frischkorn's Double Gold Caramel Corn recipe

KENDALL-JACKSON 13TH ANNUAL HEIRLOOM TOMATO FESTIVAL

- The Modesto Bee, *Wine: Tomato festival is place to be*
- Bay Area Newspapers, *Kendall-Jackson Heirloom Tomato Festival*, calendar item
- The Press Democrat, *Tomato Festival Saturday at Kendall-Jackson*
- BiteClubEats.com, *Tips for The Tomato Troubled: Win Heirloom Tomato Fest Tickets*
- The Press Democrat, *Fall Festival Round-up*
- The Press Democrat, *Rolling out tomato-red carpet*

Press Releases

- Racing Goggles From Super Filly Rachel Alexandra's Historic Haskell Win Go On Auction Block to Help "V Foundation"
- Kendall-Jackson's Rachel Alexandra Pinot Noir On Sale Now
- Kendall-Jackson Unveils New Ad Campaign
- La Crema Named the Official Wine of Mercedes-Benz Fashion Week

- Pennsylvania Man's Bid Wins Haskell Victory Goggles, Third of Five Items in Rachel Alexandra's 2009 Auction Series

Media Visits and Tastings

- Steve Heimoff, Wine Enthusiast - **Stonestreet** 2007 Alexander Valley Chardonnay, 2007 Upper Bench Chardonnay, 2007 Gravel Bench Chardonnay, 2007 Red Point Chardonnay, 2007 Broken Road Chardonnay, 2006 Alexander Valley Cabernet Sauvignon, 2005 Christopher's Vineyard Cabernet Sauvignon, 2005 Black Cougar Ridge Cabernet Sauvignon, 2006 Fifth Ridge Cabernet Sauvignon
- Dwight Casimere, Times Weekly, IL - **Matanzas Creek** 2008 Rosé, 2005 Jackson Park Merlot, 2007 l'Ultime Red Dessert Wine
- Josh Reynolds, Stephen Tanzer's International Wine Cellar - Central Coast Wines **Io** 2006 Ryan Road Syrah, 2006 Upper Bench Syrah, 2006 White Hawk Syrah, 2006 Nielson Vineyard Syrah, 2006 Nielson Vineyard Grenache, **Byron** 2007 Chardonnay, 2007 Pinot Blanc, 2007 Bien Nacido Pinot Noir, 2007 Sierra Madre Pinot Noir, 2007 Monument Pinot Noir, 2007 Julia's Vineyard Pinot Noir, 2007 Wente Chardonnay, 2007 Nielson Vineyard Chardonnay, 2007 Nielson Vineyard Pinot Noir, 2007 Historic Chardonnay, **Cambria** 2007 Rae's Chardonnay, 2007 Barbara's Pinot Noir, 2007 Clone 95 Chardonnay, 2007 Clone 4 Chardonnay and Pinot Noir, 2007 Clone 2A Pinot Noir, 2007 Clone 115 Pinot Noir, 2007 Clone 667 Pinot Noir, 2007 Tepusquet Syrah, 2007 Bench Break Chardonnay and Pinot Noir, 2007 Julia's Vineyard Pinot Noir, 2007 Katherine's Vineyard Chardonnay, **Carmel Road** 2007 Arroyo Seco Chardonnay and Pinot Noir, 2007 Monterey Chardonnay and Pinot Noir, 2007 Liberated Chardonnay, **Kendall-Jackson** 2007 Grand Reserve Chardonnay, 2008 Grand Reserve Pinot Gris, 2006 LH Chardonnay, 2007 LH Riesling, 2007 Camelot Highlands Chardonnay, 2007 Alisos Hills Viognier, 2006 Seco Highlands Pinot Noir, 2007 Los Robles Pinot Noir
- Carey Sweet, San Francisco Chronicle and Arizona Republic - **Farrier** 2008 Sauvignon Blanc, 2008 Semillon/Sauvignon Blanc, 2007 Red Blend, 2007 Reserve Red Blend
- Paige Porter Fischer, Better Homes & Gardens - **Farrier** 2008 Sauvignon Blanc, 2008 Semillon/Sauvignon Blanc, 2007 Red Blend, 2007 Reserve Red Blend
- Christopher Davies, Wine Country Network and Wine International magazine - **Freemark Abbey** 2007 Chardonnay, 2005 Merlot, 2005 Cabernet Sauvignon, 2004
- Blake Gray, freelance (Former wine editor SF), Linda Murphy, freelance, Decanter, Leslie Sbrocco, Epicurious, O Magazine, Today Show, freelance, Virginie Boone, freelance, (Former wine writer Press Democrat), Judy Willis, Montecito Journal - **Cambria** tour and tasting of all 2007 Chardonnay and 2007 Pinot Noirs

- Noelle Pistilli, Men's Fitness, Steve Bassman, Frommer's, Andrea Minarcek, National Geographic Adventure - **Stonestreet** Grape Camp, 2007 Upper Barn Chardonnay, 2004 Legacy
- Tim McNally, The Wine Show, New Orleans - **Vérité** 1998 La Joie, 2005 La Muse, 2005 La Joie, 2005 Le Désir, 2005 Archipel.

Web 2.0 and Misc.

- Press Democrat, *Vintner's quest to rename mountain*
- San Francisco Business Times Blog: Bay Area Biz Talk, *K-J's Jess Jackson Identifies New Marketing Terroir*
- UC Davis magazine, *Giving - Building support for a sustainable future*
- BlogHer Conference - La Crema Monterey Chardonnay, La Crema Sonoma Coast Pinot Noir, Murphy-Goode Merlot

EQUINE

- TimesUnion.com, *All eyes on Rachel Alexandra*
- WNYT.com, *Rachel ready to roll*
- Daily Gazette.com, *Everyone's anxious to see Rachel Alexandra run*
- TimesUnion.com, *In the homestretch, NYRA hopes to lure fans*
- TimesUnion.com, *Rachel Alexandra will stick around awhile after the Woodward*
- TimesUnion.com, *Skipping California and facing Rachel Alexandra*
- Clevelandleader.com, *Rachel Alexandra's Trainer Steve Asmussen Talks About Upcoming Race*
- WTEN - New York, *Rachel Alexandra's run at history*
- Washington Examiner, *Race options on for Rachel after Woodward*
- ESPN.com, *Defining Greatness*
- ESPN.com, *'Rachel' beating the best*
- ESPN.com, *Racing's legendary ladies*
- Courier-Journal, *Rachel Alexandra 1-2 pick in Woodward*
- Houston Chronicle, *Track plans recruiting trips to lure Zenyatta, Rachel Alexandra*
- TimesUnion.com, *Pletcher has his say about Rachel Alexandra*
- Associated Press, *Rachel Alexandra 1-2 favorite vs. boys in Woodward*
- Associated Press, *Rachel Alexandra draws No. 3 post for Woodward*
- TimesUnion.com, *Vacation almost over for Borel*
- Sacramento Bee, *Rachel Alexandra is as close to greatness as we will see*
- WTEN.com, *Rachel Alexandra Favorite in Woodward Stakes*
- Associated Press, *Rachel Alexandra is heavy favorite for Woodward*
- New York Daily News, *Rachel Alexandra's biggest test could be Macho Again*
- The Washington Post, *Rachel Alexandra Crashes Through the Glass Ceiling*
- New York Daily News, *Rachel Alexandra's day is a photo finish*
- Associated Press, *She does it again! Rachel wins the Woodward!*

- Sporting News, *Rachel Alexandra races into history books with Woodward Stakes victory*
- Boston.com, *Filly fanatics will turn out to watch 'Rachel' at Woodward*
- Bloomberg.com, *Rachel Alexandra Beats the Boys in Woodward States*
- TimesUnion.com, *Asmussen talks about his favorite girl, Rachel Alexandra*
- New York Times, *Woodward Victory Would Solidify Rachel Alexandra's Spot in History*
- The New York Times, *Rachel Alexandra Is Tested but Wins the Woodward*
- USA Today, *Rachel Alexandra staves off Macho Again to win Woodward*
- The Miami Herald, *Rachel Alexandra wraps up Horse of the Year*
- Associated Press, *Rachel acting like pro after Woodward win*
- BostonHerald.com, *Rachel Alexandra outruns the boys to win Woodward Stakes to make history*
- ESPN.com, *Cheers to Rachel*
- Associated Press, *Rachel Alexander beats older males in Woodward*
- TimesUnion.com, *Will Rachel Alexandra run again this year?*
- ESPN.com, *In a league of her own*
- The Washington Post, *A Showdown for the Ages*
- Examiner.com, *Rachel Alexandra will not race again this year*
- New York Daily News, *Preakness winner Rachel Alexandra to take vacation after Woodward Stakes victory*
- The Saratogian, *Young Rachel Alexandra fans win prizes for illustrating book about filly*
- The Saratogian, *Celebrating Rachel's greatness*
- Miami Herald, *Rachel Alexandra remains first in NTRA Poll*
- ESPN.com, *Rachel in 2010*
- Voice Tribune, *Just call Rachel Alexandra The Great*
- ESPN.com, *What Rachel can do for an encore*
- The New York Times, *Extra \$1 Million For Rachel V Zenyatta At Breeders'*
- LATimes.com, *Big money still won't sway Rachel Alexandra to come west*
- Associated Press, *'Rachel' won't run in Breeders'*
- The Saratogian, *A season to always remember*
- The Miami Herald, *Rachel Alexandra continues atop NTRA Poll*
- The Miami Herald, *A quick review of 2009, so far*
- Houston Chronicle, *Mack's race gets the knife*
- The Miami Herald, *Rachel Alexandra and Zenyatta remain atop NTRA Poll*
- FrederickNewsPost.com, *The cat fight horse racing is waiting for: Rachel vs. Zenyatta*
- The Saratogian, *Rachel Alexandra's path to greatness*