

Jackson Family Enterprises Public Relations Report February 1-28, 2010

Media Highlights

NATIONAL

- Entrepreneur magazine, *Restless Spirit*, Jess Jackson interview
- WeTV - Platinum Weddings, *Wine & Chocolate Pairings*, Kendall-Jackson 2007 Vintner's Reserve Sauvignon Blanc, 2006 Grand Reserve Chardonnay, 2006 Grand Reserve Cabernet Sauvignon, La Crema 2007 Sonoma Coast Pinot Noir <http://www.wetv.com/video/65612525001/platinum-weddings-wine-chocolate-pairings>
- Gary Vaynerchuk's Wine Library TV, *Head-to-Head California Chardonnay*, Kendall-Jackson 2007 Camelot Highlands Chardonnay <http://tv.winelibrary.com/2010/02/19/head-to-head-california-chardonnay-tasting-episode-819/>
- HGTV - Outdoor Room with Jamie Durie, *Sonoma Wine Country - Sophisticated Kitsch*, Matanzas Creek lavender garden and Merlot bottleshot <http://www.hgtv.com/videos/sophisticated-kitsch/49664.html>
- Wine Enthusiast magazine, *California Cabernet Great New Values - The New California Cabernet*, Kendall-Jackson 2007 Highland Estates Trace Ridge Cabernet Sauvignon
- The Today Show, *Leslie Sbrocco Pairing Wine and Party Food*, La Crema 2008 Sonoma Coast Chardonnay <http://today.msnbc.msn.com/id/26184891/vp/35644893#35644893>

CLASSICS

Kendall-Jackson

- Palm Desert Entertainer magazine, *Kendall-Jackson: of wines and horses and caramel corn*, KJWC Wine & Food Pairing, Vintner's Reserve Chardonnay, 2007 Highland Estates Camelot Highlands Chardonnay, 2008 Grand Reserve Pinot Gris, Syrah, Cabernet Sauvignon, 2006 Late Harvest Chardonnay, 2007 Rachel Alexander Pinot Noir, Chardonnay Verjus, Pinot Noir Verjus. http://desertentertainer.com/articles/2010/02/11/food_and_wine/wine_review/doc4b74479d8e701107534348.txt
- St. Louis Post-Dispatch, *For two Cabernets, styles vary more than price point*, 2006 Vintner's Reserve Meritage

Edmeades

- Press Democrat, *Living the season*, Zinfandel, Van Williamson <http://www.pressdemocrat.com/article/20100228/LIFESTYLE/100229659>

Murphy-Goode

- Atlantan magazine, *Lush Life*, Really Goode Job

- Zesterdaily.com, *Hardy's Really Goode Job*, Really Goode Job

ESTATES

Freemark Abbey

- Colorado Beverage Analyst, *Mauro on Wine: Winemaker Visits Offer Benefits of First Hand Access*, 2007 Sauvignon Blanc, 2007 Chardonnay, 2005 Cabernet Sauvignon, 2005 Merlot, 2002 Bosché Cabernet Sauvignon, 2002 Sycamore Vineyard Cabernet Sauvignon

La Crema

- Orbitz travel blog, *Beyond Napa: wine-tasting on a California vacation*, La Crema destination stop, Pinot Noir <http://www.orbitz.com/blog/2010/01/beyond-napa-wine-tasting-on-a-california-vacation/>
- South Florida Sun-Sentinel, *La Crema Los Carneros Chardonnay is a delightfully clean and crisp white with undertones of stone fruit*, 2007 Los Carneros Chardonnay, 2008 Russian River Valley Chardonnay, 2007 Los Carneros Pinot Noir, 2008 Russian River Valley Pinot Noir, 2007 Nine Barrel Chardonnay, 2007 Nine Barrel Pinot Noir <http://www.sun-sentinel.com/features/food/fl-wine-column-021110-20100210,0,3938861.story>
- The Miami Herald, *Sonoma wineries a study in contrasts*, 2007 Nine Barrel Chardonnay, 2007 Los Carneros Chardonnay, 2008 Russian River Valley Pinot Noir, 2007 Los Carneros Pinot Noir, 2007 Nine Barrel Pinot Noir. http://www.miamiherald.com/2010/02/18/1484107/sonoma-wineries-a-study-in-contrasts.html?story_link=email_msg

Matanzas Creek

- Wine Spectator, *Bennett Valley - California's newest hot spot for Syrah and Grenache*, Chardonnay, Merlot, Syrah, Grenache

ELITE ARTISANS

Hartford Family Wines

- South Florida Sun-Sentinel, *Tasting Notes: Hartford Family wines have "high personality"*, 2007 Laura's Chardonnay, 2008 Stone Côte Chardonnay, 2007 Land's Edge Pinot Noir, 2007 Hailey's Block Pinot Noir, 2007 Far Coast Pinot Noir, 2007 Arrendell Vineyard Pinot Noir, 2007 Velvet Sisters Pinot Noir <http://www.sun-sentinel.com/features/food/fl-wine-column-020410-20100203,0,5511729.story>
- Weeklywinejournal.com, *Featured Wine Personality: Jeff Mangahas, wine-maker Hartford Court Wines*, 2007 Land's End Pinot Noir, 2007 Velvet Sisters Pinot Noir, 2007 Arrendell Vineyard Pinot Noir, 2007 Four Hears Chardonnay. <http://weeklywinejournal.wordpress.com>

EVOLVING BRANDS

Acre

- Les Kincaid Wines & Vines Radio Show, *Acre wines featured on Live Show in Las Vegas*, 2008 Chardonnay, 2007 Merlot, 2007 Cabernet Sauvignon

CULINARY

- BiteClubEats.com, *Kendall-Jackson First Ever Gumbo Smackdown*, Justin Wangler, Kendall-Jackson Wine Center
- Press Democrat, *Sweet wine, dessert a match made in heaven*, Kendall-Jackson Wine Center Wine & Dessert pairing, Justin Wangler, Ryan Pollnow
- Food Arts magazine, *Championship Season 2009 - Heartfelt Congratulations to the Winners*, Ryan Pollnow, La Crema Los Carneros Pinot Noir - Napa/Sonoma Lamb Throwdown

Press Releases

- Cardinale Achieves Perfect Score
- Rachel Alexandra Connections Propose Racing Series

Media Visits and Tastings

- **Kendall-Jackson** - Ken Hoggins, Ken's Wine Guide, 2008 Vintner's Reserve Chardonnay, 2008 Vintner's Reserve Pinot Noir, 2007 Vintner's Reserve Merlot, 2007 Vintner's Reserve Cabernet Sauvignon, 2007 Vintner's Reserve Alisium, 2008 Grand Reserve Sauvignon Blanc, 2008 Grand Reserve Chardonnay, 2007 Grand Reserve Cabernet Sauvignon, 2008 Jackson Hills Chardonnay, 2007 Jackson Hills Cabernet Sauvignon, 2006 Highland Estates Napa Mtn. Cabernet Sauvignon.
- **Matanzas Creek** - Virginie Boone, Press Democrat, 2008 Sauvignon Blanc, 2008 Bennett Valley Chardonnay, 2008 Journey Chardonnay, 2007 Journey Chardonnay, 2007 Jackson Park Merlot, 2006 Jackson Park Merlot, 2007 Journey Red Wine, 2009 Denouement (out of barrel).
- **Arrowood Winery** - Chris Sawyer, The Tasting Panel magazine, interview with Heidi von der Mehden on women winemakers.
- **Cambria Estate** - Margot Dougherty, contributor to Town & Country, Travel + Leisure, More magazine, Condé Nast Traveler, Kathy MacDonald, freelance writer, Leah Hennessey, millenier.com, 2007 Katherine's Chardonnay, 2007 & 2008 Julia's Pinot Noir, 2006 Bench Break Chardonnay and Pinot Noir, 2007 Clone 667 Pinot Noir, 2007 Clone 4 Pinot Noir, 2006 Tepusquet Syrah.
- **Matanzas Creek** - Dan Berger, Dan Berger's Vintage Experiences, 2008 Sonoma County Sauvignon Blanc, 2008 Helena Bench Sauvignon Blanc, 2008 Bennett Valley Chardonnay, 2008 Journey Chardonnay, 2006 Jackson Park Merlot, 2007 Journey Red Wine, 2002 Cabernet Sauvignon, 2003 Cabernet Sauvignon, 2005 Cabernet Sauvignon, 2007 Helena Montana Cabernet Sauvignon, 2008 Denouement, 2009 Denouement (out of barrel) and Chardonnay (out of barrel).

Web 2.0 and Misc.

- Wine Business Monthly, *The WBM 30 Profiles*, Barbara Banke featured as co-proprietor of Jackson Family Wines.
- Robert Parker, Twitter.com, *Obama drinks it, I recommend it...so please try the Kendall-Jackson 2008 Vintner's Reserve Chardonnay-under \$15*
- Napa Valley Register, *Travel writers descend on American Canyon*, Jackson Family Wines American Canyon Distribution Center
- Zachys.com, *The information age is something else!*, additional endorsement to Robert Parker's tweet on Vintner's Reserve Chardonnay
- Winepost.com, *Social Media Covers Social Media*, Really Goode Job
- Napa Valley Register, *We think we can make ponds go away*, Jackson Family Wines water recycling technology
- Associated Press, *Wineries turning out red, white and green vintages*, Jackson Family Wines water recycling technology (continues to receive pick-up)
- Environmental.leader.com, *New Jackson Family Wines Distribution Center Serves up Energy Savings*, Jackson Family Wines American Canyon Distribution Center

EQUINE

- NY Daily News, *The champ is back*
- Timesunion.com, *Zenyatta, Rachel Alexandra meeting in Arkansas?*
- The New York Times, *Zenyatta and Rachel Alexandra Could Meet at Oaklawn*
- Associated Press, *Track ponying up cash for Rachel Alexandra vs. Zenyatta*
- Los Angeles Times, *A \$5-million race if Zenyatta, Rachel Alexandra show up*
- Tulsa World, *Oaklawn seeks Rachel Alexandra-Zenyatta showdown with \$5 million purse*
- TimesUnion.com, *Calvin Borel on the proposed race: Rachel Alexandra vs. Zenyatta*
- American Chronicle, *Rachel-Zenyatta Showdown in Works*
- Miami Herald, *Rachel Alexandra staying loose in Big Easy*
- Forbes.com, *Rachel vs Zenyatta: Owner proposes 3-race series*
- The New York Times, *Rachel Alexandra Won't Race at Oaklawn*
- Bloomberg.com, *Rachel Alexandra's Owner Proposes Racing Series with Zenyatta*
- New York Daily News, *Rachel Alexandra-Zenyatta showdown is off for now, series in works*
- Associated Press, *Rachel Alexandra owner wants a 3-race series against Zenyatta*
- UPI.com, *Rachel Alexandra, Zenyatta battle proposed*

- Boston Herald, *Rachel Alexandra, Zenyatta to face off in rescheduled Apple Blossom*
- The Seattle Times, *Rachel Alexandra vs. Zenyatta in Arkansas for \$5 million*
- The New York Times, *Zenyatta vs. Rachel Alexandra will happen after all*
- Associated Press, *Race On! Rachel Alexandra vs. Zenyatta at Oaklawn Park for 5 million*
- The Charlotte Observer, NC, *Rachel Alexandra, Zenyatta set to meet*
- NY Daily News, *'Race for the Ages' between Rachel Alexandra and Zenyatta back on*
- Delawareonline.com, *\$5 million payday will get the ladies*
- Arkansas News, *Overwhelming attention for race*
- Houston Chronicle, *Oaklawn president ponies up for showdown*
- The Star-Ledger, NJ, *One-on-one rivalries start with this Top 10*
- Associated Press, *Track to give away Rachel Alexandra-Zenyatta trading cards*
- The Miami Herald, *Rachel Alexandra stretches out for latest work*
- New York Post, *Rachel Alexandra goes back to work*
- Nola.com, *Rachel Alexandra is a special horse, and it shows*
- Associated Press, *Rachel Alexandra posts another workout in preparation for 2010 debut next month*

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