

# ***Jackson Family Wines Public Relations Report April 2009***

## ***Media Highlights***

### **INTERNATIONAL**

- Associated Press/Globe and Mail, Canada, *Vintners get virtual*, Kendall-Jackson

### **NATIONAL**

- Associated Press/MSNBC, *That cab has great cam! Wine tastings go online*, Kendall-Jackson (continues to be picked up in hundreds of regional media outlets)
- Today Show/MSNBC, *12 bottles to cut your wine bill in half*, Kendall-Jackson 2007 Vintner's Reserve Chardonnay, Kendall-Jackson 2006 Highland Estates Camelot Highlands Chardonnay
- USA Today, *Wineries turn to low-cost, eco-friendly online tastings*, Kendall-Jackson

### **CLASSICS**

#### **Kendall-Jackson**

- Wineskinny.com, *Pairing: Mama Frischkorn's Double Gold Caramel Corn with Kendall-Jackson Late Harvest Chardonnay*, 2006 Late Harvest Chardonnay
- AppellationAmerica.com, *Riesling's Popularity on the Rise*, Vintner's Reserve Riesling
- Wine Enthusiast, *The Age of the Global Wine Baron*, Jess Jackson - Kendall-Jackson
- Wine Enthusiast, *Flashy or sublime, Sauvignon Blanc is on the climb*, 2007 Vintner's Reserve Sauvignon Blanc
- Winescores.ca, *California - Sonoma County*, 2006 Vintner's Reserve Riesling, 2005 Grand Reserve Merlot, 2005 Highland Estates Taylor Peak Merlot, 2005 Highland Estates Trace Ridge Cabernet Sauvignon, 2005 Highland Estates Hawkeye Mountain Cabernet Sauvignon
- Free Times, SC, *Chardonnay: Your Favorite Wine*, Vintner's Reserve Chardonnay
- Creators.com, *Wine Talk with Robert Whitley - The Readers Always Write*, Vintner's Reserve Chardonnay, Grand Reserve Chardonnay

### **Edmeades**

- Appellationamerica.com, *Mendocino Ridge AVA is Zinfandel Heaven*, Zeni Vineyard Zinfandel, Ciapusci Vineyard Zinfandel, Perli Vineyard Zinfandel

### **La Crema**

- Winescores.ca, *California - Sonoma County*, 2007 Sonoma Coast Chardonnay, 2007 Sonoma Coast Pinot Noir

### **Long Boat**

- Wine Enthusiast, *Flashy or sublime, Sauvignon Blanc is on the climb*, 2008 Sauvignon Blanc

### **Murphy-Goode**

- Wine Enthusiast, *Flashy or sublime, Sauvignon Blanc is on the climb*, 2007 The Fumé

### **Viña Calina**

- Wine Enthusiast, *The Age of the Global Wine Baron*, Jess Jackson - Viña Calina

## **ESTATES**

### **Byron**

- Wineskinny.com, *Winery Spotlight: Byron*, 2006 Nielson Vineyard Chardonnay, 2006 Historic Vines Chardonnay, 2006 Nielson Vineyard Pinot Noir, 2006 Bien Nacido Pinot Noir, 2006 Sierra Madre Pinot Noir, 2006 Monument Pinot Noir

### **Freemark Abbey**

- Weekly Calistogan, *Avid wine lovers donate historic collection to CIA*, 1940 Semillon and 1940 Pinot Noir

### **Kinton**

- Wine Enthusiast, *The Millennial Effect*, Kinton brand mention

### **Matanzas Creek**

- Wine Enthusiast, *Flashy or sublime, Sauvignon Blanc is on the climb*, 2007 Sauvignon Blanc
- Winescores.ca, *California - Sonoma County*, 2007 Sauvignon Blanc, 2005 Merlot
- Press Democrat, *Wineries with great outdoor patios*, Merlot, Rosé of Merlot
- Martha Stewart Living, *Grass Roots*, Matanzas Creek gardens pictured

### **Tenuta di Arceno**

- Wine Enthusiast, *The Age of the Global Wine Baron*, Jess Jackson - Tenuta di Arceno

## **ELITE ARTISANS**

### **Château Lassègue**

- Wine Enthusiast, *The Age of the Global Wine Baron*, Jess Jackson - Château Lassègue

### **Lokoya**

- Patterson's The Tasting Panel, *Beaver Creek Seminars, Mountain Magic - The Elevated Cabernets of Napa's Mount Veeder Appellation*, , 2005 Cabernet Sauvignons
- C Magazine, *California Style - Napa Valley Rustic Finesse*, 2006 vintage release

## **WHITE ROCKET WINE COMPANY**

### **French Maid**

- San Francisco Chronicle, *The Chronicle Recommends Red Languedoc*, 2007 Vin de Pays d'Oc Pinot Noir

## **MURPHY-GOODE'S A REALLY GOODE JOB**

### **NATIONAL**

- CNN Radio, Matt Cherry interviews Dave Ready
- Fox News, *Winery Offers \$60,000 Job to Eat, Drink and Twitter*
- CBS News, *Winery Offers \$10,000-A-Mont Dream Job*
- Market Watch/Wall Street Journal Network, *Murphy-Goode Winery Offers Some Economic Relief* (continues to receive pick-up in regional, national, and international outlets)

### **WEB 2.0**

- Mashable! *World's Best Job: Tweet, Drink and Get Paid \$10K a Month* (continues to receive pick-up across the web)
- Eurkadejavu.blogspot.com *Welcome to the New Global Economy!*
- EaterSF.com *Sonoma Winery Will Pay you \$10K a Month to Twitter*
- FlirtyGuide.com *A Dream Job for a Wine Lover, Blogger, Tweeter!*
- Luxist.com *Winery Offers \$10,000 A Month Tasting and Talking Gig*
- NECN.com *Want the best job ever? Stop whining and start wining!*
- TrendHunter.com *\$10,000/Month Dream Jobs - Murphy-Goode's Really Good Job for Web-Savvy Winos*
- Thaindian.com *Now, 'Really Goode Job' for wine lovers*
- Teamsugar.com *Winery Creates Buzz with Dream Job*

- MediaBistro.com *Winery Stunt Offers a \$10k Per Month Job to Tweet & Facebook*
- SFGate.com *The Scavenger: Job Posting of The Day: Tweet About Wine, Make \$60K*
- APLINK.com *Another...A Really Goode Job*
- PlanetAjaxian.com *Pet*

## **BROADCAST**

- WKYC-TV -- Cleveland, Ohio - *Earn \$10,000 a month to drink wine* (continues to receive pick-up in regional outlets)
- Dallas Morning News - *Murphy-Goode Winery Offers Some Economic Relief* (continues to receive pick-up in regional outlets)
- KNXV-TV ABC 15, Phoenix - *Best job in the world? Get paid \$10k to drink and Tweet!*
- KXTV- Sacramento, *Sonoma Winery Offers Really "Goode" Job*
- KGO-TV San Francisco, *"Really Goode Job"*
- KSBW-TV San Diego, *Dream Job: Murphy Goode Winery in Sonoma Co is offering a job where the employee must drink fine wine and post their experiences on Twitter and Facebook*
- KPIX-TV San Francisco *Murphy-Goode Winery on Market Street recruiting*
- My Fox - Tampa Bay, FL - *Month Job*
- KNTV-TV San Francisco *Your Dream Job is Waiting*
- WOOD-TV, Grand Rapids, MI - *Winery offers \$10K per*
- KNCI 105.1, Sacramento, drive time
- KZST-100.1, Santa Rosa, drive time
- KSRO-1350 , Santa Rosa, drive time

## **PRINT**

- San Francisco Chronicle, *Winery creates buzz with dream job offer*
- Press Democrat, *\$10,000 a month to Tweet?*
- Sacramento Magazine, *A Job that's Too Good To Be True?*
- Telegraph-Form - Bucyrus, OH *Earn \$10,000 a month to drink wine*

## ***Press Releases***

- Stonestreet Winery Releases Highly-Acclaimed 2007 Single Vineyard Chardonnays
- Winemaker Dinner Brings a French Accent to Sonoma Dining
- Lokoya's Mountain-Themed Auction Lot to Help Napa Charities Ascend Current Economy
- Murphy-Goode Winery Offers Some Economic Relief - "Really Goode Job" Pays \$10,000 per month for wine country gig

## ***Media Visits and Tastings***

- Paige Porter Fischer, Better Homes & Gardens magazine - Kendall-Jackson Wine Center Savory Food & Wine Pairing, Dessert Food & Wine Pairing
- Paige Porter Fisher, Better Homes & Gardens magazine - Matanzas Creek Estate tour, Sauvignon Blanc 2007, Rosé 2007, Cabernet Sauvignon 2005, Syrah 2005, Chardonnay 2006 and Merlot 2005 Bennett Valley.

### ***Web 2.0 and Misc.***

- Web 2.0: E-tasting between Randy Ullom and Scott Carpenter, CNN Radio. Kendall-Jackson 2007 Vintner's Reserve Chardonnay, 2006 Grand Reserve Chardonnay, 2006 Grand Reserve Merlot, 2006 Grand Reserve Cabernet Sauvignon.
- Web 2.0: E-tasting between Melissa Stackhouse and Ken Hoggins, Ken's Wine Guide, MA. La Crema 2007 Russian River Valley Chardonnay, 2007 Los Carneros Chardonnay, 2007 Russian River Valley Pinot Noir, 2007 Los Carneros Pinot Noir, 2007 Anderson Valley Pinot Noir.