

Jackson Family Enterprises Public Relations Report May 2009

Media Highlights

NATIONAL

- Associated Press, *Wine Tastings Go Online* (continues to receive pick-up in regional outlets)

CLASSICS

Kendall-Jackson

- Quarterly Review of Wines, *NYIT Gold Coast Classic Professional Excellence Awards*, Randy Ullom honored as winemaker of the year
- Wine Country This Week, *Tasting Room of the Week: Kendall-Jackson*, Dessert Wine & Food Pairing, Savory Wine & Food Pairing
- Cellier Magazine, Canada, *California: Such a Lovely Place*, Kendall-Jackson Wine Center
- Cellier Magazine, Canada, *Sonoma: Out of the Shadow*, Vintner's Reserve Cabernet Sauvignon
- Bradenton Herald, FL, *Kendall-Jackson wines a bargain*, 2007 Vintner's Reserve Chardonnay, 2006 Vintner's Reserve Cabernet Sauvignon, 2006 Vintner's Reserve merlot
- Vineyard & Winery Management, *Sauvignon Blanc Production Trends*, Sauvignon Blanc
- Sunset Magazine, *Wandering and wine in the Alexander Valley*
- St. Helena Star, *Warehouses spreading in AmCan*, Kendall-Jackson Estate/Biagi Brothers Distribution Center (LEED) Leadership in Energy and Environmental Design
- Detroitnews.com, *Running Kendall-Jackson: It's one tall job*, 2005 Grand Reserve Meritage, 2007 Vintner's Reserve Chardonnay

La Crema

- Sunset magazine, *The buzz from bloggers...Bargain wines*, Sonoma Coast Chardonnay and Pinot Noir
- Detroit News, *La Crema: A taste of Burgundy in California*, 2007 Sonoma Coast Chardonnay, 2007 Los Carneros Chardonnay, 2007 Russian River Valley Pinot Noir, 2007 Anderson Valley Pinot Noir
- Cellier Magazine, Canada, *Sonoma: Out of the Shadow*, Chardonnay, Pinot Noir
- The Gazette, CO, *Taste of Vail reveals impressive wines and opportunity at blending*, Pinot Noir

Murphy-Goode

- A complete recap of media coverage for the Murphy-Goode *Really Goode Job* can be found under a separate header.
- Sunset Magazine, *Wandering and wine in the Alexander Valley, Liar's Dice Zinfandel, Fume Blanc*
- Les Kincaid's Wines & Vines Radio Show, *Interview with Dave Ready, 2007 Fume Blanc, 2005 Island Block Chardonnay, 2005 Liar's Dice Zinfandel*
- Gloucester Daily times, MA, *The right wine to pair with those weekend barbeques, Zinfandel*

Edmeades

- Marathon Free Press, FL, *Zinfandel-Still Just the 'Other' White Wine?, Single Vineyard Zinfandels*

Viña Calina

- Wakeliving.com, *Flavors to Savor, Reserva Carménère*

ESTATES

Arrowood

- Cellier Magazine, Canada, *Sonoma: Out of the Shadow, Chardonnay, Cabernet Sauvignon, Viognier, Côte de Lune, Réserve Spéciale Cabernet Sauvignon*
- Sunset Magazine, *Drink in the grand vistas and the nostalgic stone tasting rooms of this valley's wineries; Sonoma Locals' Favorites, Chardonnay*

Freemark Abbey

- Napa Valley Register, *Once again, California beats the French, 2005 Chardonnay, 2002 Bosché Vineyard Cabernet Sauvignon*

Hartford Family Wines

- Scene magazine, *Drinking in Sonoma's Stars, 2005 Land's Edge Pinot Noir*

Matanzas Creek

- Vineyard & Winery Management, *Sauvignon Blanc Production Trends, Sauvignon Blanc*
- Sunset Magazine, *Drink in the grand vistas and the nostalgic stone tasting rooms of this valley's wineries; Sonoma Locals' Favorites, Sauvignon Blanc*

Stonestreet

- Los Angeles Times, *Wine Weekend Getaways*

Yangarra Estate Vineyards

- Gloucester Daily times, MA, *The right wine to pair with those weekend barbeques, Cadenzia*

ELITE ARTISANS

Vérité

- 100thousandclub.com, *Vérité Winery, Sonoma County, La Muse, La Joie, Le Désir*
- C Magazine, *The French Connection, Pierre Seillan*

CULINARY

- Guam Pacific Daily News, *Dining 3:30pm - Chef Taki takes over Al Dente this week*
- Guam Pacific Daily News, *Wine and dine: Renowned chef brings unique food and wine pairings to Hyatt*
- GoodTastewithTanji.com, *Kendall-Jackson Wine Center, Food & Wine Pairing with Justin Wangler*
- Press Democrat, *Supervising Chefs, Justin Wangler at Derby Day Fundraiser*
- Wine Country this Week, *Perfect Pairs: Kendall-Jackson Wines Paired with Pumpkin Pie, Caramel Corn, 2006 Late Harvest Chardonnay, 2007 Late Harvest Riesling*

Press Releases

- Registration Now Open for Dream Wine Harvest Experience, Sonoma County Grape Camp: The Ultimate Wine & Food Adventure September 21-23, 2009
- Stonestreet Stables with Partner McCormick Purchase Rachel Alexandra
- Calvin Borel Confirmed for Rachel Alexandra Who May Run in the Preakness
- Murphy-Goode Winery Overwhelmed with Applications, Extends Deadline
- White Rocket's Acre Wines Capture the Luxurious Flavors of California's Majestic Central Coast

Media Visits and Tastings

- Candice Kuhnen, The Shore magazine - La Jota 2003 Cabernet Franc
- Jeff Cox, Wine News - Stonestreet 2007 Alexander Valley Chardonnay, 2007 Red Point Chardonnay, 2007 Broken Road Chardonnay, 2007 Upper Barn Chardonnay, 2007 Gravel Bench Chardonnay, 2005 Christopher's Vineyard Cabernet Sauvignon, 2005 Legacy, 2006 Fifth Ridge Red Wine Blend
- Peter & Ann Haigh, WURP - Pittsburgh, PA, Matanzas Creek 2007 Sauvignon Blanc, 2006 Chardonnay, 2005 Bennett Valley Merlot, 2007 Pinot Noir
- Christopher Sawyer, The Tasting Panel Magazine - IO 2005 Upper Bench Syrah, 2005 Ryan Road Syrah, 2005 Rhone Blend

- Taylor Eason, Creative Loafing, FL - Yangarra Rousanne, Viognier, Chardonnay, Rosé, Cadenzia, Old Vine Grenache, Shiraz, High Sands Grenache
- Paul Abercrombie, Flair Magazine and Wine Enthusiast - Yangarra Rousanne, Viognier, Chardonnay, Rosé, Cadenzia, Old Vine Grenache, Shiraz, High Sands Grenache
- Patrick Fegan, Examiner.com - Yangarra 2006 Cadenzia, 2006 Shiraz, 2006 Old Vine Grenache, 2007 Unoaked Chardonnay, 2007 Viognier, 2005 High Sands Grenache
- Les Kincaid, Wines & Vines Radio Show, Freemark Abbey 2007 Viognier, 2007 Sauvignon Blanc, 1995 Sycamore Cabernet Sauvignon, 2004 Petite Sirah, 2004 Sycamore Cabernet Sauvignon, 2004 Bosché Cabernet Sauvignon

Web 2.0 and Misc.

- Web 2.0: E-tasting between Lain Bradford, Island Packet, SC and Denise Shurtleff. Cambria 2007 Katherine's Vineyard Chardonnay, 2007 Julia's Vineyard Pinot Noir, 2007 Bench Break Chardonnay, 2007 Bench Break Pinot Noir, 2006 Syrah, 2006 Late Harvest Viognier
- Web 2.0: E-tasting between Josh Sens, Via magazine, San Francisco Chronicle, Los Angeles Times, Maximum Golf, and Ted Edwards, Freemark Abbey 2005 Napa Valley Chardonnay, 2004 Merlot, 2004 Napa Valley Cabernet Sauvignon, 2004 Bosché Vineyard Cabernet Sauvignon and 2004 Sycamore Vineyard Cabernet Sauvignon.
- Web 2.0: E-tasting between Richard Swearingen, Better Homes & Gardens and Randy Ullom, Kendall-Jackson Vintner's Reserve 2007 Chardonnay, 2007 Sauvignon Blanc, 2007 Riesling, 2006 Pinot Noir, 2007 Syrah, 2006 Zinfandel, 2006 Merlot, 2006 Cabernet Sauvignon and 2006 Meritage.
- Web 2.0: E-tasting between Sandra Silfven, Detroit News and Randy Ullom, Kendall-Jackson Grand Reserve 2006 Cabernet Sauvignon, 2006 Merlot, 2005 Meritage.
- Web 2.0: E-tasting between Harold Baer, Colorado Wine News and Randy Ullom, Kendall-Jackson Grand Reserve 2007 Chardonnay, 2008 Sauvignon Blanc, 2008 Pinot Gris and 2008 Malbec Rosé.
- Web 2.0: E-tasting between Taylor Eason, Creative Loafing, FL, and Francois Cordesse, Matanzas Creek 2007 Sauvignon Blanc, 2006 Chardonnay, 2007 Pinot Noir, 2005 Merlot
- Web 2.0: E-tasting between Alan Goldfarb, Appellation America, and Francois Cordesse, Matanzas Creek 2007 Sauvignon Blanc, 2006 Chardonnay, 2007 Pinot Noir, 2005 Merlot, 2005 Jackson Park Merlot

MURPHY-GOODE - A REALLY GOODE JOB

INTERNATIONAL

- International coverage of *A Really Goode Job with Murphy-Goode*, pick-up in France, Vietnam, Iceland, Netherlands, Russia, Germany, China, India, New Zealand
- The New York Times Global Edition, *Tweeting Your Way to a Job* (international pick-up)

NATIONAL

- Today Show, *A Really Goode Job with Murphy-Goode Winery* (May 7 & 9)
- WNYW-TV Channel 5, New York, NY - *Winery offers \$10K per month job* (My Fox National pick-up Orlando, FL, Grand Rapids, MI, Los Angeles, CA, Indianapolis, IN, Atlanta, GA, New Haven/Hartford, CT, Philadelphia, PA, West Lafayette, IN, Minneapolis, MN, Houston, TX, Buffalo, NY, Boston, MA, Tampa, FL, Phoenix, AZ, Memphis, TN, Fort Wayne, IN, Dayton, OH, Austin, TX, Albuquerque, NM, Toledo, OH, Lubbock, TX.)
- New York Times, *Tweeting Your Way to a Job* (continues to receive regional pick-up)

BROADCAST

- WCBS-TV Channel 2, New York, NY - *Get Paid to Drink Wine?* (CBS pick-up Los Angeles, CA, San Francisco, CA, Pittsburgh, PA, Baltimore, MD, Fort Worth, TX)
- WNBC-TV Channel 4, New York, NY - *\$10,000 a Month to Drink Wine* (NBC pick-up Fort Worth, TX, Hartford, CT, Philadelphia, PA, Miami, FL, Washington, DC, Chicago, IL, San Diego, CA, San Jose, CA)
- KNCI-105.1, Sacramento, *Really Goode Job*
- KZST-100.1, Santa Rosa, *Really Goode Job*
- KSRO-1350, Santa Rosa, *Really Goode Job*
- Fox News Channel, Fox & Friends weekend show, Dave Ready discusses the *Really Goode Job* opportunity
- The Tony Bruno Show, Dave Ready discusses the *Really Goode Job* opportunity
- WMXB-FM, Richmond, VA, *Really Goode Job*
- KFWB-980, Newport Beach, Dave Ready discusses the *Really Goode Job* opportunity
- KFWB-Los Angeles, Chef Jamie Show, Dave Ready discusses the *Really Goode Job* opportunity
- KHON-TV Channel 2, Honolulu, HI, *"Goode" Job Opening! A Chance to Earn \$10,000 a month*
- KCNC-TV Channel 4, Denver, CO, News at 6am, 7am, 10pm, *Really Goode Job*

WEB 2.0

- Leisureblogs.chicagotribune.com, *Murphy-Goode is hiring*
- Mediabistro.com, *Best. Job. Ever.*

- ABClocal.go.com, *Job posting: Drink, eat and tweet*
- Newser.com, *Vineyard Offers \$10K/Month to Drink, Tweet About Wine*
- Current.com, *Tweet, Drink Wine and get paid for it*
- WordPress.com, *Viral marketing...it's just not that hard*
- Decanter.com, *Murphy-Goode offers job of a lifetime*
- bub.blicio.us, *My Dream Job*
- Lovecharli.wordpress.com, *Wine meets Twitter*
- Jaunted.com, *New "Best Job in the World" Promises Wine, More Wine*
- Atlantadish.blogspot.com, *Hardy Wallace's Quest to Get a "Really Goode Job"*
- Portlandoregonwine.com, *The Best Wine Job in the World!*
- Areallygoodewine.tumblr.com, *A Really Goode Wine*
- Sacmag.com, *A Job That's Too Good To Be True?*
- NECN.com, *Want the best job ever? Stop whining and start wining!*
- Blogs2.startribune.com, *Let the Goode times roll*
- Telegraph.co.uk, *Dream job offered by vineyard*
- Financialpost.com (Canada), *Twitterers today, quitters tomorrow: data*
- Spiegel.de.(Germany), *California Winery offers Twitter Job*
- Briankurth.com, *Hot Off The Press: Dream Job Offered by Sonoma County Vineyard*
- Tomhumbarger.wordpress.com, *A Really Goode Job with Murphy-Goode Winery*
- Justaguything.com, *The Best Job Ever: Drink, Twitter, Get Paid*
- Goodgrape.com, *A really Goode Job*
- Lenndevours.com, *My Friend Hardy Wallace is Good - Murphy-Goode*
- Drinkeatlove.com, *Do you need a job?*
- MetroWNY.com, *Heart & Soul: A job to not "wine" about*
- Blackbookmag.com, *\$10,000 a Month to Drink Wine*
- Thinkwinemarketing.wordpress.com, *In a Wine 2.0 World It's All About the Conversation*
- Sphinn.com, *Social Media Dream Job at Murphy-Goode Matched by Dream Applicant*
- Goodefriensfoodandwine.typepad.com, *Goode Friends, Food and Wine*
- Goodelife.wordpress.com, *BlogHer, Social Media Gurus and the Murphy-Goode Hopefuls*
- Blog.Creativeloafing.com, *Want to work in the wine industry? The coolest job ever is available at Murphy-Goode Winery*
- Theflirtyguide.blogspot.com, *A Dream Job for a Wine Lover, Blogger, Tweeter!*
- SteveHeimoff.com, *Corporate sponsorship for a wine blog?*
- Allaboutindiefilmaking.blogspot.com, *Okay, Wine Lovers - Best Job Ever!*

PRINT

- The Globe and Mail, Canada, *Calling All Winos*

- Riverside Press Enterprise, *Murphy-Goode Winery Offers Some Economic Relief*

EQUINE

- New York Times, *Rachel Alexandra Is Sold and May Run Preakness*
- Los Angeles Times, *Jess Jackson's Rachel Alexandra may run in Preakness*
- New York Times, The Rail Blog, *Rachel Alexandra Is Sold*
- WBAL-1090, Baltimore, *Preakness Could Get Super Filly Surprise Starter*
- PressDemocrat.com Horseracing Blog, *Jess Jackson's Stonestreet Stable buys Alexandra*
- Petaluma360.com, *Jess Jackson's Stonestreet Stable buys Alexandra*
- Forbes.com (AP), *Rachel Alexandra now trained by Asmussen*
- Los Angeles Times, *Jockeys might play musical saddles for Preakness*
- Philly.com, *Borel plays the odds with swift filly*
- The New York Times, *Unplanned Workout for Winner of Derby*
- Foxsports.com, *Rival owners nix plan to box filly out of Preakness*
- Lexington Herald-Leader, *'Rachel' likely headed to Preakness, Borel to stick with filly*
- BloodHorse.com, *Borel Commits to 'Rachel'; Filly to Preakness*
- San Gabriel Valley News, *Borel to remain as Rachel Alexandra's jockey*
- New York Times, *Rachel Alexandra is Sold*
- Daily Racing Form, *Jess Jackson Buys Rachel Alexandra*
- Thoroughbred Times, *Jackson Transfers Rachel Alexandra to Asmussen*
- Press Democrat, *Jackson Group Buys Filly Phenom Rachel Alexandra*
- USA Today, *New Owner Skeptical of Running Rachel Alexandra in Preakness*
- New York Times, *'Rachel' Aimed at Preakness With Borel Up*
- Thoroughbred Times, *Rachel Alexandra's Future Plans Undetermined*
- Thoroughbred Times, *Borel Commits to Riding Rachel Alexandra*
- Daily Racing Form, *Rachel Has Rival Trainers Nervous*
- Daily Racing Form, *Borel to Ride Rachel Alexandra*
- Daily Racing Form, *Look Out Boys, Rachel's Coming*
- New York Times, *Rachel Alexandra Rearing To Go*
- New York Times, *An Owner Clears a Filly's Preakness Path*
- New York Times, *Whitney to Rachel Alexandra's Rescue*
- USA Today, *Preakness Tide Turns For Rachel; Filly's Spot in Race Now Likely*
- Thoroughbred Times, *Rachel Alexandra Completes Easy Move at Churchill*
- Thoroughbred Times, *Owners Drop Plan to Block Filly From Preakness*
- Blood Horse, *'Rachel' Works Sharply, No Decision Yet*
- Daily Racing Form, *Unsportsmanlike Conduct*
- Daily Racing Form, *Plans to Block Rachel Are Scrapped*
- Daily Racing Form, *Rachel Works Sharp Half-Mile at Churchill*
- Los Angeles Times, *There's No Stopping Rachel Alexandra*

- USA Today, *Door Opens For Filly As Rachel Alexandra Will Head to Pimlico*
- Thoroughbred Times, *Rachel Alexandra Edges Pioneer of the Nile in Poll*
- Thoroughbred Times, *Trainers Praise Rachel Alexandra*
- Daily Racing Form, *Coast Looks Clear for Rachel*
- Horseracerinsider.com, *All Any Preakness Needs Is the Derby Winner*
- Bloomberg.com, *Jackson Says Fans Deserve to See Rachel Alexandra in Preakness*
- Miami Herald (AP), *Rachel Alexandra to challenge colts in Preakness*
- ESPN.com, *Great horse, even greater decision*
- WLKY.com (AP), *Rachel Alexandra Made Preakness Favorite*
- WIBW-TV (AP), *Rachel is 8-5 Preakness Favorite*
- Providence Journal Bulletin, *Filly Rachel Alexandra is causing a sensation at the Preakness*
- New York Times, *Rachel Alexandra is Early Preakness Favorite*
- Los Angeles Times, *Rachel Alexandra has outside post for Preakness*
- USA Today, *Fleet Filly Rachel Alexandra Stands up to Boys, History*
- New York Times, *Despite All Odds, Filly is the Clear Favorite in Preakness*
- The Times-Picayune.blog, *This 'Doll' might play hard to get in Preakness*
- USA Today, *Jockey Calvin Borel becomes Preakness focus with new ride*
- The Herald (AP), *Rachel Alexandra adds girl power to Preakness*
- Likethedew.com, *As soap opera quiets, Preakness drama begins*
- NBC Sports News, *Rachel Alexandra*
- NBC Nightly News with Brian Williams, *Interview with Jess Jackson*
- ESPN Sportscenter, *Interview with Jess Jackson*
- NBC Sports with Bob Costas, *Interview with Jess Jackson*
- Columbus Dispatch, *Sorry, boys, but favored filly belongs in Preakness*
- The Sun Chronicle (AP), *Bird not the word for Borel leading up to the Preakness*
- New York Times, *Holding Her Own for Her New Team*
- New York Times, *Rachel Alexandra Adds Her Name to Famous Fillies*
- New York Times, *Betting that Rachel Will Win*
- USA Today, *Rachel Alexandra: Can Girl Power Win Out?*
- Los Angeles Times, *Rachel Alexandra Shows that Girls Rule on this Day*
- Los Angeles Times, *It's Wait and See for Preakness Winner Rachel Alexandra*
- USA Today, *Rachel reigns as owner mulls Belmont for Queen of Track*
- Associated Press, *Girls Rule!*
- Twirlandtaste.com, *Celebrate with a Black Eyed Susan and a Chocolate Puddle Cake, You Go GIRL!*
- HeraldTribune.com, *A filly whips the boys to wine by a length at the Preakness*
- Baltimore Sun, *Filly Rachel Alexandra makes history at Preakness Stakes*
- Bloomberg.com, *Winemaker Jackson Bets on Filly's Vintage Performance on Track*

- Lexington Herald-Leader, *Plenty of Vindication to Go Around*
- New York Times, *Filly Is a Champ, and May Not Be Finished*
- Associated Press, *Filly beats the boys*
- CBS News with Katie Couric, *Rachel Alexandra: More than a horse, an inspiration to America's girls*, Interview with Jess Jackson
- Courier-journal.com, *T-shirt I want: 'Rachel Alexandra - she runs like a girl'*
- Florida Times-Union, *Belmont run not certain for filly*
- Evening Tribune, *Rachel Alexandra may not run final leg of Triple Crown*
- Providence Sunday Journal, *Rachel Alexandra's owner isn't ready to commit to the Belmont*
- Las Vegas Review-Journal, *Prized filly, jockey play waiting game*
- Post-Tribune, *Rachel Alexandra works out; no word on Belmont*
- ESPN.com, *Preakness Stakes, Jess Jackson, Rachel Alexandra, Belmont Stakes*
- Bloodhorse.com, *Haskin's Belmont Report: The Waiting Game*