

Jackson Family Enterprises Public Relations Report June 2009

Media Highlights

CLASSICS

Kendall-Jackson

- Post Bulletin, MN, *Wine Pairs nicely with summer grilling*, Chardonnay
- The Wall Street Journal, *No Flag-Waving for U.S. Chardonnay*, Vintner's Reserve Chardonnay
- Examiner.com, *Wine and celebrities: who's drinking whom?* Vintner's Reserve Chardonnay
- The Colorado Gambler, *Dad will love a great steak on his special day*, Merlot, Syrah, Cabernet Sauvignon, Zinfandel

La Crema

- Post Bulletin, MN, *Wine Pairs nicely with summer grilling*, Pinot Noir
- NPR Car Talk with Tom and Ray Magliozzi, *La Crema Russian River Pinot Noir*

Cambria

- Wine Review Online, *Chardonnay, Please, and Hold the Oak*, brand mention
- Flying Adventures, *7 Best Wine & Dine Destinations - there are places in America Where Magic Occurs*, brand mention

Carmel Road

- Wine Review Online, *Chardonnay, Please, and Hold the Oak*, brand mention

Murphy-Goode

- Inside Columbia Magazine, *A Matter of Taste - Winemaker David Ready, Jr.*, Liar's Dice Zinfandel, Snake Eyes Zinfandel

ESTATES

Arrowood

- WineCountry.com, *Wine Country Personality: Richard Arrowood*, Chardonnay, Cabernet Sauvignon, Merlot, Viognier, Pinot Blanc, Late Harvest wines, Malbec, Syrah, Gewürztraminer, La Rose and reserve wines

Byron

- Wine Review Online, *Chardonnay, Please, and Hold the Oak*, brand mention

Freemark Abbey

- Wine Enthusiast, *Cruisin' 128*, Tasting Room mentioned as "among the best"
- Wines & Vines, *Cold Soak Purists Reveal Reasoning*, Bordeaux varietals

Hartford Family Wines

- Wine Enthusiast, *California Pinot Noirs 2007: The Power & the Glory*, 2007 Hailey's Block Pinot Noir

Matanzas Creek

- San Francisco Chronicle, *Serene elegance at Matanzas Creek Winery*, Chardonnay, Sauvignon Blanc, Merlot, Cabernet Sauvignon, Syrah, 2003 Proprietor's Blend
- Lancaster Sunday News, PA, *White Wine myths put to rest*, Sauvignon Blanc
- Sonoma Valley Sun, *Sunflowers and lavender - Summer comes to the valley*, Days of Wine & Lavendar Festival
- Santa Rosa magazine, *Scent of summer*, Days of Wine & Lavendar Festival

Stonestreet

- Diario Las Americas, *An Appreciation of Alexander Valley at Stonestreet*, 2005 Chardonnay, 2005 Cabernet Sauvignon
- Wine Enthusiast, *Cruisin' 128*, Cabernet Sauvignon, Chardonnay

Yangarra Estate Vineyards

- Creative Loafing, *McLaren Vale: The bold and the beautiful*, 2006 Old Vine Grenache
- Chicago Wine Examiner, *Australia's Yangarra vineyard*, 2007 Un-oaked Chardonnay, 2007 Viognier, 2006 Old Vine Grenache, 2006 Shiraz, 2006 Cadenzia, 2005 High Sands Grenache

WHITE ROCKET COMPANY

Acre

- Wine.drinks-business-review.com, *White Rocket Launches Acre Wines*, Chardonnay, Merlot, Cabernet Sauvignon
- NBCbayarea.com, *Febreze, Dasani, Scion: The Man Who Made it All Up* *Crafting names that stand the test of time*, screen shot

French Maid

- NBCbayarea.com, *Febreze, Dasani, Scion: The Man Who Made it All Up* Crafting names that stand the test of time, screen shot

Geode

- NBCbayarea.com, *Febreze, Dasani, Scion: The Man Who Made it All Up* Crafting names that stand the test of time, screen shot

Silver Palm

- Eresearch.fidelity.com, *White Rocket Wine Company Releases Second Vintage of Award Winning Silver Palm Cabernet Sauvignon*

CULINARY

- Press Democrat, *La Crema's Pollnow earns top honors at the Napa vs. Sonoma Lamb Throwdown! At the Carneros Heritage Festival*
- Weekly Calistogan, *Lamb in Carneros*, Ryan Pollnow, chef, La Crema Wine Estate

Press Releases

- Vintank Offers Advice to "Goode Job" Hire - Offer Extended to *AMY* Candidate Selected by Murphy-Goode Winery
- Jackson Family Wines Launches Los Alisos Brand - New Santa Barbara Winery Produces Chardonnay and Syrah from Highly Regarded Los Alamos Valley
- Super Filly Rachel Alexandra to Run in Mother Goose - First Outing Since Historic Preakness Win
- Rachel Alexandra to "Race for a Cure"
- Top Fifty "Really Goode Job" Applicants Named by Murphy-Goode

Media Visits and Tastings

- Michael Kane, New York Post - Kendall-Jackson 2008 Vintner's Reserve Summation, 2007 Vintner's Reserve Chardonnay, 2006 Vintner's Reserve Merlot, 2006 Vintner's Reserve Cabernet Sauvignon, 2006 Vintner's Reserve Meritage, 2007 Grand Reserve Chardonnay, 2006 Grand Reserve Merlot, 2006 Grand Reserve Cabernet Sauvignon, 2007 Highland Estates Camelot Highlands Chardonnay, 2005 Highland Estates Taylor Peak Merlot, 2005 Highland Estates Trace Ridge Cabernet Sauvignon, 2005 Highland Estates Hawkeye Mountain Cabernet Sauvignon
- Mary Ewing-Mulligan, MW, International Wine Center - Kendall-Jackson 2008 Vintner's Reserve Summation, 2007 Grand Reserve Chardonnay, 2006 Grand Reserve Merlot, 2006 Grand Reserve Cabernet Sauvignon, 2007 Highland Estates Camelot Highlands Chardonnay, 2005 Highland Estates Taylor Peak Merlot, 2005 Highland Estates Trace Ridge Cabernet Sauvignon, 2005 Highland Estates Hawkeye Mountain Cabernet Sauvignon

- Patti Williams, Sonoma Valley Sun - Matanzas Creek garden tour, 2007 Sauvignon Blanc
- Ray Isle, Food & Wine magazine - La Crema 2007 Carneros Chardonnay, 2007 Russian River Valley Chardonnay, 2007 Carneros Pinot Noir, 2007 Russian River Valley Pinot Noir, 2007 Anderson Valley Pinot Noir
- Rob Costantino, Santé magazine - Arrowood 2007, 2006, 2005 Alary Chardonnay, 2007 Select Late Harvest White Riesling, 2004 Syrah, 2007 Viognier, 2006 Pinot Blanc
- Rob Costantino, Santé magazine - La Crema 2007 Sonoma Coast Chardonnay 2007 Monterey Chardonnay, 2007 Sonoma Coast Pinot Noir, 2007 Monterey Pinot Noir
- Rob Costantino, Santé magazine - Hartford Family Wines 2007 Four Hearts Chardonnay, 2007 Arrendell Pinot Noir, 2007 Hailey's Block Pinot Noir, 2007 Russian River Valley Zinfandel, 2007 Hartford Vineyard Zinfandel
- Virginie Boone, Santa Rosa Press Democrat, AME tour, Stonestreet 2007 Alexander Valley Chardonnay, 2007 Upper Barn Chardonnay, 2007 Gravel Bench Chardonnay, 2007 Red Point Chardonnay, 2007 Broken Road Chardonnay, 2005 Alexander Valley Cabernet Sauvignon, 2005 Christopher's Cabernet Sauvignon and 2005 Legacy.

Web 2.0 and Misc.

- Web 2.0: E-tasting with Wini Moranville, Relish Magazine and Dave Ready, Murphy-Goode 2006 Island Block Chardonnay, 2004 All In Claret, 2004 Terra a Lago Cabernet Sauvignon, 2006 Liar's Dice Zinfandel, 2005 Snake Eyes Zinfandel

MURPHY-GOODE - A REALLY GOODE JOB

NATIONAL

- Los Angeles Times, *\$10,000 to Twitter about wine? It's a 'Really Goode Job'*
- Yahoo! Finance, *Vin Tank Offers Advice to 'Goode Job' Hire* (PR Newswire - national pick-up)

BROADCAST

- Fox News, *Applications "Pouring" in to Twitter about wine*
- KNSD-TV, San Diego, *Do you like to twitter?*
- NPR, *Winemaker Looking For Social Media Guru*
- MSNBC, *Best Job Ever Nomination in Wine Country* (regional pick-up)
- WAPT-TV, Jackson, MS, *Winery Searches for 'Lifestyle Correspondent'*
- WFTS-TV, Tampa, *Could there be a better life? - Really Goode Job*
- KZOZ-93.3, San Luis Obispo, *Really Goode Job*
- KFBK-1530, Sacramento, *Job Offers \$10K A Month To Drink Wine*

- KCRA-TV, Sacramento, Mark Osmun discusses the *Really Goode Job*
- KHOW-1190, Denver, Dave Ready discusses the *Really Goode Job*
- KTVU-TV, San Francisco, *Sonoma Winery Job Position Stirs Flood of Video Applicants*

WEB 2.0

- The ledger.com, *Your Twitter Skills May Actually Land You a Job*
- The Clemmons Courier, NC, *Help me land a dream job*
- CNBC, *Get Drunk, Twitter-Make \$10,000 a Month*
- AOL Money & Finance, *Twittering for wine: How to run a million dollar ad campaign for \$60K*
- Food & Wine Magazine blog, *Wine Country Dream Job*
- Atlanta Wine School - Connect With Wine, *Help Local "Social Media" Expert Land the Dream "Wine Job"*
- EastValleyTribune.com, *Wanted: Wine tweeter for \$60,000*
- Bub.blicio.us, *Catching the Dream Job*
- Wildwallawallawinewoman.blogspot.com, *Send Walla Walla Homegrown Thomas Thompson to Healdsburg!*
- Examiner.com, (Portland) *Goode jobs and grate information about whine*
- Tom Wark's Fermentation: A Daily Wine Blog, *Creating a new Job Category for the Wine Industry*
- Goodegrape.com, *Here's a Really, Really Good Job!*
- SFgate.com, *How about getting paid to Twitter?*
- Daytondailynews.com/blogs, *Winery's 'dream job' sends blogger over the rainbow*
- Roanoke.com, *Tech grad hopes to land winery gig*
- Beyondmadisonavenue.com, *A Really Goode Job is a Phenomenal Campaign (Murphy-Goode)*
- Lazymanandmoney.com, *Murphy-Goode's Smart Marketing with New Media*
- Coolrulespronto.wordpress.com, *Buzz Marketing? Winery Goes 2.0*
- Michaelhyatt.com, *Help Randy Land His Dream Job*
- Creative Loafing, *Tampa Bay's top social winos vie for 'really goode job' at Murphy-Goode winery*
- Creative Loafing, *Professional wine writer seeks Murphy-Goode Winery job*
- Castercomm.wordpress.com, *How to Find Innovative, Smart People (hint: be innovative and smart)*
- Examiner.com, (Kansas City) *Will work for wine: and \$10,000 a month*
- Socialmedia.biz, *Social media recruiting done right*
- Examiner.com, (Dallas) *Murphy-Goode Dream Job*

PRINT

- Beverage Analyst Magazines, *Murphy-Goode Winery Offers "Really Goode Job"*

- Orange County Register, *7 O.C. residents vie for \$60K Twitter wine job*
- Sacramento Bee, *Winery temp job will be a tweet gig for someone*
- Honolulu Star-Bulletin, *A Really, Really Goode Job Offer*
- Walla Walla Union-Bulletin, *Wine, Web may mean 'Really Goode Job' for WW native*
- Sacramento Bee, *A Goode job*
- Salt Lake Tribune, *Salt Lake wine lover needs your vote*

EQUINE

- USA Today, *Co-owner: Rachel Alexandra will not run in Belmont Stakes*
- Thoroughbred Times, *Rachel Alexandra out of Belmont Stakes*
- Daily Racing Form, *No Belmont for Rachel Alexandra*
- Newsday, NY, *Give filly a break from Belmont*
- AP Online, *Filly in Fashion: Rachel Alexandra Poses for Vogue*
- The New York Times, *Rachel Alexandra Won't Run in Belmont*
- The Globe and Mail, Canada, *Rachel Alexandra won't run in Belmont*
- Sun-Sentinel, FL (AP), *Rachel Alexandra takes a vacation, skipping Belmont*
- The Sun, MD, *'Rachel' won't run in Belmont*
- Newsday, NY, *'Rachel' to rest, not run*
- Philadelphia Daily News, *Rachel Alexandra not running in the Belmont*
- Courier-Journal, KY, *Rachel Alexandra to skip Belmont*
- Lexington Herald-Leader, *Belmont Stakes: Rachel Alexandra will skip the Belmont*
- Daily News, NY, *It's Rest for Rachel*
- New York Post, *Super Filly Won't Run in Belmont*
- New York Times, *Rachel Alexandra and Curlin Have a Lot in Common*
- Bloomberg.com, *Rachel Alexandra Won't Race at Belmont, Owner Says*
- New York Times, *The Cameras Love the Filly*
- New York Post, *'Rachel' stands 'em up*
- The Commercial Appeal, TN, (AP), *Filly steps out of spotlight*
- Kauaiworld.com, *Humans acting humanely?*
- New York Times, *Matchmaking for Rachel Alexandra*
- USA Today, *Steadily pulling back on the reins*
- Lexington Herald-Leader, *Rachel Alexandra works 5 furlongs*
- New York Times, *Rest is More Important Than Rivalry*
- New York Daily News, *Borel Champions Rachel*
- Sportingnews.com, *Derby champ Mine That Bird won't hit the board in 'Rachel-less' Belmont Stakes*
- Houston Chronicle, *Sitting Rachel Alexandra makes perfect sense*
- The Washington Post, *Who Says Female Athletes Can't Finish First?*
- The Star-Ledger, *Racing's two superstar horses could be bound for Monmouth*
- The Voice-Tribune, *Rachel sounds off from the horse's mouth!*

- Inside Horse Racing with Art Wilson, *Rachel drills six furlongs; Mother Goose next?*
- Daily Racing Form, *Rachel Alexandra breezes six furlongs*
- Thoroughbred Times, *Rachel Alexandra breezes at Churchill Downs*
- Fort Worth Star-Telegram, *Preakness Winner Rachel Alexandra Sets Record Straight*
- Ntra.com, *Rachel to work under the lights*
- Sports Illustrated, *Barn Report: Filly's Future*
- Bloodhorse.com, *Rachel Alexandra shines in early drill under lights*
- Pasadena Star-News, *Team Alexandra still undecided about filly's next start*
- Thoroughbredtimes.com, *Thoroughbred Times selects racing's most influential leaders*
- Foxsports.com, *Tale of the Tape: Horse Racing Standings at the halfway mark*
- Associated Press (national pick-up), *Rachel Alexandra will run in next Mother Goose*
- New York Times, *Rachel Will Run in Mother Goose Stakes*
- Daily Racing Form, *Plans set for Rachel's comeback at Belmont*
- Bloodhorse.com, *Rachel Alexandra confirmed for Mother Goose*
- FOX41.com, *Rachel Alexandra to run in Mother Goose Stakes next*
- New York Post, *'Rachel Has Eye on Goose*
- New York Daily News, *Super filly Rachel Alexandra a go for Grade 1 Mother Goose Stakes*
- Lexington Herald Leader, *Rachel Alexandra pointed to Mother Goose*
- Brisnet.com, *Rachel Alexandra to 'Race for a Cure' all season*
- Associated Press, *Rachel Alexandra Will Not Run in Breeders Cup (regional pick-up)*
- Los Angeles Times, *Preakness filly out of Breeder's*

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