

Jackson Family Enterprises Public Relations Report July 2009

Media Highlights

NATIONAL

- San Francisco Chronicle, *Spirited journey to winner's circle*, profile on Jess Jackson

CLASSICS

Kendall-Jackson

- Winecountrythisweek.com, *Winery Feature: Kendall-Jackson Wine Center*, 2007 Highland Estates Alisos Hills Viognier, 2006 Highland Estates Seco Highlands Chardonnay, 2007 Highland Estates Camelot Highlands Chardonnay, 2004 Highland Estates Taylor Peak Merlot, 2006 Highland Estates Alisos Hills Syrah, 2005 Highland Estates Trace Ridge Cabernet Sauvignon, 2005 Highland Estates Hawkeye Mountain Cabernet Sauvignon, 2004 Stature
- Goodtastewithtanji.com, *Sonoma Winery Features Most Popular Chardonnay*, Vintner's Reserve Chardonnay
- Thetravelcat.com, *To Whine or Not?*, Highland Estates Seco Highlands Chardonnay, Grand Reserve Chardonnay, Highland Estates Seco Highlands Pinot Noir, Highland Estates Taylor Peak Merlot, Highland Estates Trace Ridge Cabernet Sauvignon

Edmeades

- Sun-Sentinel, FL, *Zinfandel is an all-American wine for July Fourth*, moderately priced zinfandel brand mention

Murphy-Goode

- Sun-Sentinel, FL, *Zinfandel is an all-American wine for July Fourth*, moderately priced zinfandel brand mention
- Thetravelcat.com, *To Whine or Not?*, tasting room mention

ESTATES

Arrowood

- Wine & Spirits magazine, *The Secret Superstar of the Russian River Valley*, Gewürztraminer
- Sunset.com, *Sonoma Valley wineries: Drink in the grand vistas and the nostalgic stone tasting rooms*, Chardonnay

Freemark Abbey

- Walton Sun, FL, *Napa vs Sonoma*, 2004 Napa Valley Cabernet Sauvignon
- Winecountrythisweek.com, *Tasting Room of the Week: Freemark Abbey*, Cabernet Sauvignon, Chardonnay, Viognier, Sauvignon Blanc
- Food & Wine magazine, *Is Napa America's Best Vacation Spot?*, mentioned as a top wine spot

Hartford Family Wines

- Sun-Sentinel, FL, *Zinfandel is an all-American wine for July Fourth*, favorite premium priced zinfandel brand mention
- Wine & Spirits magazine, *The Secret Superstar of the Russian River Valley*, 2007 Highwire Vineyard Zinfandel, 2007 Arrendell Vineyard Pinot Noir

Matanzas Creek

- Examiner.com, *Days of Wine & Lavendar at Matanzas Creek*, Rosé
- Sunset.com, *Sonoma Valley wineries: Drink in the grand vistas and the nostalgic stone tasting rooms*, Sauvignon Blanc

Stonestreet

- Wine News Magazine, *Mountain Chardonnay*, 2007 Alexander Valley Chardonnay, 2007 Red Point Chardonnay, 2007 Broken Road Chardonnay, 2007 Gravel Bench Chardonnay, 2007 Upper Barn Chardonnay

Yangarra Estate Vineyards

- Memphis Magazine, *The Bold and the Beautiful*, 2006 Old Vine Grenache

ELITE ARTISANS

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- Patterson's The Tasting Panel magazine, *Hot Young Turks - New Talent Shines in California's Rhône Zone*, Chardonnay, Pinot Blanc, Pinot Noir, Rhône Blend, 2005 Ryan Road Syrah, 2005 Upper Bench Syrah

CULINARY

- Chef magazine, *Pollnow triumphs in the first-ever Napa vs. Sonoma American Lamb Throwdown*
- Thetravelcat.com, *To Whine or Not?*, Savory Food & Wine Pairing, Dessert Food & Wine Pairing

KENDALL-JACKSON 13TH ANNUAL HEIRLOOM TOMATO FESTIVAL

- Southwest Airlines Spirit Magazine, *Kendall-Jackson Heirloom Tomato Festival*, calendar listing
- Press Democrat, *Grants help school gardens grow*, Heirloom Tomato Festival mention
- San Bernardino Sun, *See you in tomato heaven*

Press Releases

- Kendall-Jackson Hosts Five-Month, Online Charity Auction Featuring Collectibles from Champion Thoroughbred
- Only Ten Remain in Murphy-Goode Winery's "A Really Goode Job" Search
- Kendall-Jackson Winery Taps GE for Energy Efficiency
- Hardy Wallace Picked for Murphy-Goode Winery's \$10,000/Month, Wine Social Media Job
- Swirl, Sip and Study at Stonestreet's Summit School
- Ohio Man Top Bidder for Preakness Winner's Halter, First of Five Items in Horse's Season-Long Auction Series

Media Visits and Tastings

- Jamie Durie, HGTV - The Outdoor Room - Matanzas Creek tour & tasting, 2007 Sauvignon Blanc, 2007 Chardonnay, 2007 Pinot Noir, 2005 Bennett Valley Merlot
- Scott Greenberg, Washington Examiner, D.C. - Freemark Abbey 2007 Viognier, 2007 Chardonnay, 2004 Merlot, 2004 Napa Valley Cabernet Sauvignon, 2003 Bosché Vineyard Cabernet Sauvignon, 2002 Sycamore Vineyard Cabernet Sauvignon
- Michael Kane, New York Post - Freemark Abbey 2007 Chardonnay, 2004 Napa Valley Cabernet Sauvignon, 2003 Bosché Vineyard Cabernet Sauvignon, 2002 Sycamore Vineyard Cabernet Sauvignon
- James Rodewald, Gourmet magazine - Freemark Abbey 1969 Cabernet Sauvignon, 1985 & 1999 Sycamore Vineyard Cabernet Sauvignon
- Ted Loos, Town & Country magazine, Mary Ewing-Mulligan, Wine Review Online, Ed McCarthy, Wine for Dummies - Freemark Abbey 1969 Cabernet Sauvignon, 1985 & 1999 Sycamore Vineyard Cabernet Sauvignon, 2007 Chardonnay, 2005 Merlot, 2005 Napa Valley Cabernet Sauvignon
- John Mariani, Bloomberg, Esquire, Cowboys & Indians - Stonestreet 2007 Red Point Chardonnay, 2007 Broken Road Chardonnay, 2007 Upper Barn Chardonnay, 2007 Gravel Bench Chardonnay
- Ken Hoggins, Ken's Wine Guide, MA - Napa Tasting - La Jota 2005 Heritage Cabernet Sauvignon, 2005 Howell Mountain Cabernet Sauvignon, 2005 Howell Mountain Cabernet Franc, 2005 Howell Mountain Merlot, 2006 Cardinale, Lokoya 2006 Spring Mountain Cabernet Sauvignon, 2006 Mount Veeder Cabernet Sauvignon
- Ken Hoggins, Ken's Wine Guide, MA - Stonestreet 2008 Sauvignon Blanc, 2007 Red Point Chardonnay, 2007 Broken Road Chardonnay, 2007 Upper Barn Chardonnay, 2007 Gravel Bench Chardonnay, 2005 Alexander Mountain Estate Cabernet Sauvignon, 2005 Christopher's Cabernet Sauvignon, 2005 Legacy
- Ken Hoggins, Ken's Wine Guide, MA - Kendall-Jackson Vintner's Reserve 2007 Chardonnay and 2008 Summation, Grand Reserve 2008 Pinot Gris,

Highland Estates 2007 Alisos Hills Viognier, 2008 Camelot Highlands Chardonnay, 2008 Seco Highlands Chardonnay, 2007 Boont Ridge Pinot Noir, 2007 Los Robles Pinot Noir, 2006 Seco Highlands Pinot Noir, 2006 Alisos Hills Syrah, 2006 Napa Mountain - Howell Mountain Merlot, 2006 Boont Ridge Merlot, 2004 Taylor Peak Merlot, 2005 Hawkeye Mountain Cabernet Sauvignon, 2005 Trace Ridge Cabernet Sauvignon, 2005 Napa Mountain - Mount Veeder Cabernet Sauvignon, 2006 Trace Ridge Red Wine

Web 2.0 and Misc.

- Reliableplant.com, *Kendall-Jackson winery taps GE for energy efficiency*
- Sipthegoodlife.com, *A Spotlight on Kendall-Jackson*
- American Canyon Eagle, *In partnership with the community, Adopt-a-School program*
- Greenimpact.com, *Kendall-Jackson Seeing Green from New GE Lighting,, Vintner's Reserve Meritage photo*
- Fastcompany.com, *The Top 10 Most Sustainable U.S. Wineries*

MURPHY-GOODE - A REALLY GOODE JOB

NATIONAL

- Associated Press, *Winery looks for a sipper who Twitters* (national pick-up)
- AOL Money & Finance, *Top Fifty 'Really Goode Job' Applicants Named by Murphy-Goode Winery* (PR Newswire - national pick-up - Broadcast, Web 2.0, Print)
- AOL Money News, *Hardy Wallace Picked for Murphy-Goode Winery's \$10,000/Month, Wine Social Media Job* (PR Newswire - national pick-up - Broadcast, Web 2.0, Print)

BROADCAST

- KRCR-TV, Chico/Redding, *Ten Finalists Enter Final Phase of Murphy-Goode Job Search*
- KPIX-TV, San Francisco Bay Area, KCNC-TV, Denver, *Ten Finalists Enter Final Phase of Murphy-Goode Job Search*
- KRCA-TV, Sacramento, *Ten Finalists Enter Final Phase of Murphy-Goode Job Search*
- KSRO Radio, Santa Rosa, *Ten Finalists Enter Final Phase of Murphy-Goode Job Search*
- KZST Radio, Santa Rosa, *Ten Finalists Enter Final Phase of Murphy-Goode Job Search*
- KTVU-TV, San Francisco, *Murphy-Goode Winery Plans to Announce Winning Applicant for High-Tech Lifestyle Correspondent Job*

- KZST Radio, Santa Rosa, *Murphy-Goode Selects Hardy Wallace for Wine Country Dream Job*
- New York City's Times Square news crawler, *Hardy Wallace Picked for Murphy-Goode Winery's \$10,000/Month, Wine Social Media Job*
- KNTV-TV, San Jose, *Wine Lover Lands World's Greatest Job*
- KTVU-TV, San Francisco (3 morning newscasts), *Hardy Wallace Picked for Murphy-Goode Winery's \$10,000/Month, Wine Social Media Job*
- KPIX-TV, San Francisco, *Hardy Wallace Picked for Murphy-Goode Winery's \$10,000/Month, Wine Social Media Job*
- KMAX-TV, Sacramento, *Hardy Wallace Picked for Murphy-Goode Winery's \$10,000/Month, Wine Social Media Job*
- KBCW-TV, San Francisco, *Hardy Wallace Picked for Murphy-Goode Winery's \$10,000/Month, Wine Social Media Job*
- Fox News Channel, Fox & Friends Weekend Show, *Dave Ready and Hardy Wallace discuss the Goode Job*

WEB 2.0

- Freemoneyfinance.com, *Interview Lessons from a Video Contest*
- OCRegisterblog.com, *2 O.C. residents capture spots in top 50 for \$60K wine job*
- SFGate.com, *10 finalists for winery's dream job*
- Austin360.com, *Adam Beaugh: Finalist for Really Goode Job in Healdsburg*
- Winedivegirl.com, *A summer of Social Media in Wine*
- Coolerinsights.com, *Want a Dream Job? Blog, Tweet or Youtube It!*
- Travelpulse.com, *Hotel Healdsburg Offers "Really Goode Job" Package*
- Winetravel.com, *Cocktails for the top contenders at Cyrus*
- SteveHeimoff.com, *And the winner is.....*
- Decanter.com, *Murphy-Goode hires Hardy Wallace as wine lifestyle correspondent*
- 1winedude.com, *Murphy-Goode's "Dream Job" Winner - and What it Means for Wine*
- GeorgeSMaybusinessblog, *Murphy-Goode and their "Really Goode Job"*
- Starksilvercreek.com, *Murphy-Goode Winery announces winner of social media and blogging dream job*
- FoodieBuddha.com, *Breaking News: Murphy-Goode Picks Hardy Wallace for Wine Social Media Job*
- Artpredator.com, *Hardy Wallace aka Dirty South Gets A Really Goode Job*
- Examiner.com, *Twitter wino getting paid*
- Blissfulglutton.com, *Congratulations to Hardy Wallace!*
- SteveHeimoff.com, *The Blob: Will the wine industry co-opt social media for its own purposes?*
- Northeastern.edu, *Generation Y gets its own wine rep*
- Wineandvines.com, *Wineries Tap Twittermania*
- Lashileras.blogspot.com, *A really Goode Job*

- The Huntington-news.com, *Slaughter named Czar*

PRINT

- Northeastern News, MA, *A "Real Goode" experience*
- North County Times, San Diego, *Vistan a finalist for "Really Goode Job"*
- Press Democrat, *Stage Set for Murphy-Goode Final 10*
- Sacramento Bee, *Goode times, top ten finalists named for the coolest of job openings at Murphy Goode Winery*
- Huntington News, MA, *Student aims for dream job - Murphy-Goode Winery*
- Tampa Tribune, *Local Blogger in finals for dream job*
- Atlanta Journal-Constitution, *Wine lover finalist for dream job*
- Press Democrat, *Ten finalists in three-day competition for \$10,000 a month job*
- Atlanta Journal-Constitution, *Hardy Wallace hired by Murphy-Goode*
- Press Democrat, *Wine blogger lands Murphy-Goode post*
- San Francisco Chronicle, *Atlanta blogger wines Murphy-Goode's 'dream job'*
- Haitian Times, NY, *Sip-Goode Job*

EQUINE

- Timesunion.com, *Rachel looks sharp at Saratoga*
- Bloodhorse.com, *Rachel Alexandra Breezes Over Oklahoma Track*
- Bloodhorse.com, *Jackson Buys Another Medaglia d'Oro Filly*
- Foxsports.com, *Rachel Alexandra has workout at Saratoga*
- Bloodhorse.com, *Rachel Alexandra to run against boys in Haskell*
- Bloodhorse.com, *Rachel Alexandra Headed to Haskell*
- Timesunion.com, *Rachel looks sharp at Saratoga*
- NYTimes.com, *Rachel Alexandra to Face Colts in the Haskell*
- Associated Press (national pick-up), *Haskell: Preakness Winner Vs. Belmont Winner*
- ESPN.com, *Haskell purse raised to \$1.2M*
- Wten.com, *Horse racing's "it girl" trains at 'Toga, but will she race there?*
- Blog.timesunion.com, *Rachel, Rachel, Rachel*
- Dailygazette.com, *Rachel draws crowd*
- Racingbase.com, *Rachel Alexandra set for Haskell return*
- Dailygazette.com, *Saratoga Race Course: Rachel Alexandra impresses in final tuneup for Haskell*
- TimesUnion.com, *No light shed on Rachel's schedule*
- Foxsports.com, *Rachel Alexandra, Summer Bird clash in Haskell*
- Associated Press (national pick-up), *Rachel Alexandra preps for Haskell Invitational*
- Blog.nj.com, *Willingness to increase purse likely helped Monmouth land Rachel Alexandra for Haskell*

- NYdailynews.com, *Saratoga's success in 141s season is up to Rachel Alexandra, Mother Nature*
- Thoroughbredtimes.com, *Haskell next for Rachel Alexandra*
- Associated Press (national pick-up), *Star filly Rachel Alexandra to skip Breeders' Cup*
- Voice-tribune.com, *Triple Crown stars grab attention for racing*
- Bloodhorse.com, *Guest Blog - Rachel Alexandra and Zenyatta's Place in History*
- Independent.gmnews.com, *Rachel Alexandra, Summer Bird top loaded Haskell field*
- Timesunion.com, *Spouse finds fast filly, too*

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