

IMMEDIATE RELEASE

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#### KENDALL-JACKSON UNVEILS NEW AD CAMPAIGN

"Welcome to Kendall-Jackson Country" invites new consumers

SANTA ROSA, Calif. -Kendall-Jackson Winery, best known for the number one-selling chardonnay in America, is unveiling a new advertising campaign this fall.

"Welcome to Kendall-Jackson Country" heralds a strikingly different image and a dynamic outreach to new consumers. The campaign, which will debut in November publications, pictures the majestic, visually-stunning mountainside vineyards where many of the winery's grapes are sourced-evoking a sense of place, discovery and adventure.

The ads dramatically demonstrate the Jackson family's beautiful, rugged, mountainous, coastal vineyards from which Kendall-Jackson wines are made (the more harsh the terrain, the longer it takes for grapes to ripen, and the more flavorful they become). More than that, the ads subtly invite people to come to the California wine country-both literally and indirectly through the wine.

"Jess Jackson, our founder and CEO, loves the land and deeply values what it gives us. His entry into the wine industry came as a result of that passion. The Jackson family owns some of the richest and most magnificent wine-growing land in the country. With this campaign, we wanted to capture Jess's vision and share with the world the extraordinary places where we grow the grapes from which we make extraordinary wine. We wanted to invite consumers into our world, to step into the dream that fine wine and the wine country represent for so many people," said chief marketing officer, Stephen Croncota.

The campaign will run in epicurean, men's and women's lifestyle, travel, home, cultural and business publications in holiday 2009 and spring 2010 issues.