

Jackson Family Enterprises Public Relations Report August 2009

Media Highlights

NATIONAL

- New York Times, *Not Just the Wine Is Purple: Lavendar Wafts Across Sonoma*, Matanzas Creek
<http://travel.nytimes.com/2009/07/31/travel/escapes/31lavender.html?ref=travel>
- Food Network - Everyday With Rachel Ray, taping at the Kendall-Jackson Wine Center

CLASSICS

Cambria

- WineSkinney.com, *Winery Spotlight: Cambria*, 2007 Bench Break Vineyard Chardonnay, 2007 Julia's Vineyard Pinot Noir, 2007 Bench Break Pinot Noir, 2006 Tepusquet Vineyard Syrah, 2006 Late Harvest Viognier
<http://www.wineskinny.com/>
- Santa Maria Times, *Watercolor artist Greenwood paints for local winery*, Cambria Chardonnay art pictured

La Crema

- Wine Access magazine, *10 Food Friendly Pours*, La Crema Pinot Noir
- Wine & Spirits, *Champions of Value*, 2006 Sonoma Coast Chardonnay, 2005 Sonoma Coast Chardonnay

Murphy-Goode

- Aglassafterwork.blogspot.com, Murphy-Goode bottleshot from the Wine Blogger's Conference, 2008 the Fume, 2007 Alexander Valley Cabernet Sauvignon, 2006 Liar's Dice Zinfandel
- Examiner.com, *Hardy Wallace gets a really Goode job at Murphy-Goode Winery*
- ABC, Tampa-St. Petersburg, *The Really Goode job at Murphy-Goode Winery*
- Wine & Spirits, *Champions of Value*, 2005 Alexander Valley Cabernet Sauvignon, 2004 Alexander Valley Cabernet Sauvignon
- Foxbusiness.com, *'Really Goode Job' A Boon For Wine Industry*

ESTATES

Arrowood

- Quarterly Review of Wines, *Meet Alis Arrowood*, 2006 Réserve Spéciale Chardonnay, 2003 Réserve Spéciale Cabernet Sauvignon
- Colorado Beverage Analyst, *Trinity Fine Wines presents Arrowood wine events*, 2005 Sonoma County Chardonnay, 2006 Viognier - Saralee's Vineyard, 2005 Sonoma Valley Merlot, 2004 Sonoma County Cabernet Sauvignon, 2003 Réserve Spéciale Cabernet Sauvignon, 2004 Syrah - Saralee's Vineyard, 2005 Alexander Valley Late Harvest White Riesling

Byron

- Santa Maria Times, *Treasure of Sierra Madre*, Byron mentioned as a celebrated Pinot Noir

Freemark Abbey

- Wine & Spirits, *Champions of Value*, 2004 Napa Valley Cabernet Sauvignon

Matanzas Creek

- Bohemian.com, *Days of Wine & Picnics*, Bennett Valley Destination
- Yakima Valley Business Journal, *The best wines in the world*, Matanzas Creek mentioned as a top producer of Merlot

Pelton House

- Wine & Spirits, *Champions of Value*, 2004 Knights Valley Cabernet Sauvignon

Stonestreet

- Bloomberg News, *Stonestreet Shows California Chardonnays Aren't All Oak Bombs*, 2007 Broken Road Chardonnay, 2007 Red Point Chardonnay, 2007 Upper Barn Chardonnay, 2007 Gravel Bench Chardonnay
- Press Democrat, *The finer side of harvest*. Stonestreet Summit School

Yangarra Estate Vineyards

- MSNBC.com, *Try this trio of top Australian red wines*, 2007 Cadenzia, 2007 Old Vine Grenache, 2007 Shiraz
http://today.msnbc.msn.com/id/32307041/ns/today-today_food_and_wine

ELITE ARTISANS

Cardinale

- Napa Valley Register, *Napa Winemaker leads Slow Food nation*, Chris Carpenter, brand mention

Lokoya

- Napa Valley Register, *Napa Winemaker leads Slow Food nation*, Chris Carpenter, brand mention

CULINARY

- Examiner.com, *Sonoma County Food and Wine Pairing at Kendall-Jackson Wine Center*, 2008 Grand Reserve Sauvignon Blanc, 2005 Grand Reserve Red Meritage, Chardonnay, Pinot Noir, Cabernet Franc, Syrah
- Californiaoliveranch.com, *Healthy and Fresh Recipes*, wine and food pairing recipes by Justin Wangler, Kendall-Jackson Riesling and Chardonnay

KENDALL-JACKSON 13TH ANNUAL HEIRLOOM TOMATO FESTIVAL

- Sacramento Bee, *Eat, drink your way through festivals*, calendar listing
- San Jose Mercury News, *Tomato time*, calendar listing
- Inside-Sonoma.com, *Sonoma County Food Festivals*
- Savor magazine, *September Events*
- Healthyaging.net, *Kendall-Jackson Annual Heirloom Tomato Festival to Draw Thousands...*

Press Releases

- New Wines Honor Thoroughbred Champ Rachel Alexandra
- Food Fighters Hash It Out At Kendall-Jackson Wine Center
- "Really Goode Job" A Boon For Wine Industry
- Super Filly Rachel Alexandra To Run In Woodward

Media Visits and Tastings

- Virginie Boone, Press Democrat - La Crema 2007 Sonoma Coast Chardonnay, 2007 Monterey Chardonnay, 2007 Los Carneros Chardonnay, 2007 Russian River Valley Chardonnay, 2006 Nine Barrel Chardonnay, 2007 Sonoma Coast Pinot Noir, 2007 Monterey Pinot Noir, 2007 Los Carneros Pinot Noir, 2007 Russian River Valley Pinot Noir, 2007 Anderson Valley Pinot Noir, 2006 Nine Barrel Pinot Noir
- Rod Phillips, Ottawa West Citizen - Kendall-Jackson 2007 Vintner's Reserve Chardonnay, 2006 Vintner's Reserve Cabernet Sauvignon, 2007 Grand Reserve Chardonnay, 2006 Grand Reserve Cabernet Sauvignon, 2007 Highland Estates Camelot Highlands Chardonnay, 2006 Highland Estates Alisos Hills Syrah, 2005 Highland Estates Hawkeye Mountain Cabernet Sauvignon
- Rod Phillips, Ottawa West Citizen - La Crema 2007 Sonoma Coast Chardonnay and Pinot Noir, 2007 Monterey Chardonnay and Pinot Noir, 2007 Russian River Valley Chardonnay and Pinot Noir, 2007 Los Carneros Chardonnay and Pinot Noir

- Linda Murphy, Decanter magazine - Freemark Abbey 2007 Sauvignon Blanc, 2008 Viognier, 2007 Chardonnay, 2006 Merlot, 2005 Cabernet Sauvignon, 2004 Sycamore Vineyard Cabernet Sauvignon, 2004 Bosché Vineyard Cabernet Sauvignon, 2003 Bootleg Vineyard Cabernet Sauvignon, 2006 Bootleg Cabernet Sauvignon, 2005 Petite Sirah, 2005 Josephine, 2008 Edelwein
- Shaya Mohajer, Associated Press, Atlantic Monthly - Kendall-Jackson Wine & Food Pairing, 2007 Vintner's Reserve Riesling, 2008 Grand Reserve Malbec Rosé, 2007 Highland Estates Camelot Highlands Chardonnay, 2006 Highland Estates Seco Highlands Pinot Noir, 2006 Highland Estates Alisos Hills Syrah, 2005 Highland Estates Trace Ridge Cabernet Sauvignon, 2006 Late Harvest Chardonnay, 2007 Late Harvest Riesling, Port
- Alan Meadows, Burghound.com - Cambria 2007 Clone 667 Pinot Noir, Cambria 2007 Barbara's Pinot Noir, Byron 2007 Monument Pinot Noir.
- Christine Austin, Yorkshire Post, UK - Tasting of Jackson Family Wines that are distributed in the UK.

Web 2.0 and Misc.

- Web 2.0: E-tasting with Ken Hoggins, Ken's Wine Guide, MA and Ted Edwards, Freemark Abbey 2007 Chardonnay, 2005 Merlot, 2005 Cabernet Sauvignon, 2004 Sycamore Vineyard Cabernet Sauvignon
- Redding Record Searchlight, *Not a bad consolation prize? Rocky Slaughter - Czar of Crussia*
- Savor magazine, *What Says Harvest To You?*, Barbara Banke featured
- Web 2.0: E-tasting with Christopher Davies, Wine Country Network and Wine International magazine and Ted Edwards, Freemark Abbey 2007 Chardonnay, 2005 Merlot, 2005 Cabernet Sauvignon, 2004 Sycamore Vineyard Cabernet Sauvignon

EQUINE

- The Associated Press, *Asmussen looks for sweep of top 3-year-old races*
- Ashbury Park Press, NJ, *Haskell's big draw: Top filly Rachel Alexandra*
- PressofAtlanticCity.com, *Impressive filly Rachel Alexandra running for history today in Haskell Invitational at Monmouth Park*
- The Associated Press, *Rachel Alexandra cruises to victory in Haskell*
- The New York Times, *Asmussen's Horses Ride Roughshod Over Competition*
- SportingNews.com, *Rachel Alexandra out front in horse of the year race*
- The New York Times, *Quick Trip to the Shore for Rachel Alexandra*
- Newsday.com, *Rachel Alexandra romps in Haskell*
- The New York Times, *In Haskell, Rachel Alexandra Again Beats the Boys*
- Allheadlinesnews.com, *Girl's Got It; Rachel Alexandra Wins Haskell Invitational*
- USA Today, *Rachel Alexandra beats boys again, gallops to Haskell crown*

- The Associated Press, *Horse Racing Capsules: Rachel's next start? A decision is 2 weeks away*
- ESPN.com, *Moss hoping for match with Rachel*
- The Associated Press, *Alexandra the Great! Filly defeats boys in Haskell*
- New York Daily News, *Rachel Alexandra wins Haskell Invitational in a romp*
- Philadelphia Daily News, *Rachel Alexandra wins Haskell Invitational*
- The Associated Press, *Triumphant Rachel Alexandra returns to Saratoga*
- Newsday.com, *No plans on Rachel Alexandra's next race*
- New York Daily News, *Rachel Alexandra and Zenyatta racing at Saratoga a longshot*
- The Associated Press, *To Rachel Alexandra! Cheers from Kendall-Jackson*
- News Transcripts, NJ, *Rachel Alexandra delivers at Haskell*
- Voice Tribune, KY, *Rachel proves once again she's one for the ages*
- Times Union, NY, *Rachel Alexandra goes back to the track*
- ESPN.com, *Rachel's church and state*
- North County Times, CA, *Horse Racing: Zenyatta-Rachel matchup will take some work*
- Philadelphia Daily News, *Big races ahead for Rachel Alexandra*
- ESPN.com, *Rachel has the upper hoof for top honor*
- New York Post, *Rachel is Giving '70's Legend Run for Money*
- Los Angeles Times, *Nature of horse racing keeps stars apart*
- Houston Chronicle, *McIngvale ponies up for match race*
- Houston Chronicle, *Nothing from the owners' mouths - McIngvale flexible on race date for Zenyatta, Rachel Alexandra*
- New York Daily News, *Trainer John Shirreffs says Rachel Alexandra-Zenyatta match race is out*
- The Associated Press, *Next start for Rachel Alexandra still a question mark*
- TimesUnion.com, *Rachel Alexandra vs. Zenyatta: they want to see it happen*
- Times Union, NY, *Rachel enjoys a romp at Oklahoma Track*
- New York Post, *'Rachel' works like a champ at Saratoga*
- Houston Chronicle, *Proposed: a competition committee*
- Sportsnetwork.com, *Tracks jockey for potential historic meetings*
- Times Union, NY, *Don't look for dream matchup*
- New York Post, *Alabama may be good spot for Rachel Alexandra*
- TimesUnion.com, *Wilkin interviews Rachel Alexandra*
- TimesUnion.com, *Rachel Alexandra did work on Monday*
- The Sports Network, *Rachel Alexandra works at Saratoga, no decision on next race*
- The New York Times, *Showdown Is Proposed for 2 Fillies at Belmont*
- New York Daily News, *Rachel Alexandra in line for three races in rest of 2009*
- Houston Chronicle, *Match race still a maybe*

- The Miami Herald, *Eight in Alabama, no 'Rachel'*
- Lexington Herald-Leader, *2 females racing toward history*
- TimesUnion.com, *Jess Jackson talks about Rachel Alexandra*
- TimesUnion.com, *Rachel Alexandra Alabama bound? No one seems to know*
- TimesUnion.com, *No Alabama for Rachel Alexandra*
- Associated Press, *TVG-Betfair to add \$400,000 to purse for Beldame Stakes if Rachel Alexandra, Zenyatta race*
- Houston Chronicle, *McIngvale's idea for race broadens twist - Event's purse would escalate if top horses run*
- Las Vegas Review-Journal, *Fans would relish Rachel Alexandra-Zenyatta match*
- Philly.com, *Filly Rachel Alexandra may run in the Pa. Derby*
- Lexington Herald-Leader, *Rachel Alexandra won't race in Alabama Stakes*
- Dailygazette.com, *Rachel's work dependent on weather*
- New York Daily News, *Filly Rachel Alexandra to run in Woodward Stakes at Saratoga*
- TimesUnion.com, *Rachel Alexandra running Woodward*
- New York Post, *'Rachel' gets nod for Woodward Run*
- Dailygazette.com, *Rachel headed to Woodward*
- TimesUnion.com, *Mixed emotions about Rachel Alexandra in the Woodward*
- New York Daily News, *Rachel Alexandra will run in Grade I Woodward at Saratoga on Sept. 5*
- The New York Times, *Filly Set to Face Males Again*
- San Francisco Chronicle, *Rachel Alexandra stepping up*
- Voice Tribune, KY, *Look out, boys: Here's Rachel*
- Neworleans.com, *Rachel Alexandra out to earn tag as Greatest Filly Ever*
- USA Today, *With filly sitting idle, Kensei takes Travers spotlight*
- TimesUnion.com, *Jess Jackson won't apologize for making people wait on Rachel Alexandra*
- TimesUnion.com, *Kensei getting no respect*
- ESPN.com, *Asiatic Boy to stay and face Rachel*
- ESPN.com, *Rachel still the top 3-year-old*
- Courier-journal.com, *'Rachel' has an easy half-mile work*

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