MURPHY-GOODE®

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Murphy-Goode Kicks Off "Give Goode. Do Goode." Holiday Campaign to Support Operation Homefront
Sonoma County Winery to Support Assistance for Wounded Warriors, Military Families

Sept. 27, 2011 – Santa Rosa, CA & Rockville, MD – Murphy-Goode Winery today announced a new holiday partnership with Operation Homefront, the national nonprofit that provides emergency assistance to families of service members and wounded warriors. As part of Murphy-Goode's "Give Goode. Do Goode." holiday promotion, the winery will make a financial contribution and provide other in-kind support to Operation Homefront and its programs across the country. In addition, customers have the opportunity to make their own charitable contribution via a text-to-donate program (text PATRIOT to 27722 to make a $5 personal donation).

"Our service members, wounded warriors, and their families need support now more than ever," said Jim Knotts, Operation Homefront President and CEO. "Murphy-Goode's generosity lets these heroes know that while they are sacrificing for us, we are working together to take care of them."

From emergency financial assistance, food, and home or auto repairs, to supporting the spouses and children of military families and offering counseling and community events, Operation Homefront is a provider of choice for emergency assistance to military families. Created in 2002, last year Operation Homefront met more than 167,000 needs across all branches of service. Since its inception, the 501(c)(3) nonprofit has provided more than $120 million dollars of assistance.

"We are so proud to work with Operation Homefront and support its efforts across the USA this holiday season," said David Ready, Jr. Murphy-Goode's winemaker and son of one of the winery's founders. "My father, both grandfathers and a great grandfather were all veterans who proudly served their country, so in honor of them and military families everywhere I'm thrilled we can help Operation Homefront. Giving customers who love our wine the chance to learn more about Operation Homefront - and its important work - is the best gift anyone could get."

"This is a simple but meaningful way for us to show how much we appreciate what American service members do for our nation," said Cory Jones, the wine company's senior vice president and national sales manager – himself a Marine veteran and one of four brothers, all of whom served proudly. "I understand firsthand the hardship and commitment serving our country puts on our troops, but more importantly their family

members. As a company we're honored to recognize the sacrifice made by our military, and I know my fellow veterans in our organization share my excitement for this initiative."

ABOUT OPERATION HOMEFRONT
Operation Homefront provides emergency financial and other assistance to the families of our service members and wounded warriors. A national nonprofit, Operation Homefront leads more than 5,000 volunteers across 25 chapters and has met more than 430,000 needs since 2002. A four-star rated charity by watchdog Charity Navigator, nationally, 94% of total revenue donated to Operation Homefront goes to programs.

ABOUT MURPHY GOODE WINERY
Located in the beautiful and acclaimed Alexander Valley region of Sonoma County, Murphy-Goode is a family-owned winery known for award-winning California wines spanning Sauvignon Blanc and Chardonnay to Pinot Noir, Zinfandel and Cabernet Sauvignon. Founded by Tim Murphy, Dale Goode and David Ready, Sr. in 1985 and now part of Jackson Family Wines, Murphy-Goode believes in great wines and good times with family and friends. During this holiday season, the winery is proud to support Operation Homefront and its work with wounded warriors and the families of service members.

Learn more online at www.operationhomefront.net and www.murphygoode.com.

For more information, press only:

Jason J. Hunke, Murphy-Goode,
707-547-4704, jason.hunke@murphygoode.com

John A. Smith, Operation Homefront
210-549-4619, john.smith@operationhomefront.net