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Industry Veteran Roy Cecchetti Launches Cecchetti Wine Company

Wine Company Introducing New 39 Degrees & Redtree Brands across America with Focus on Lake County AVA Sauvignon Blanc and Petite Sirah

April 2, 2007 - Sonoma, Calif. – Wine industry veteran Roy Cecchetti today announced the launch of his new wine venture, called Cecchetti Wine Company. The new company offers two innovative wine brands, 39 Degrees and Redtree – both of which provide approachable wines of great value to wine-loving consumers. Cecchetti Wine Company will introduce these wines in April. www.cecchettiwineco.com

Cecchetti Wine Company offers consumers affordably-priced wines that consistently deliver quality. Redtree and 39 Degrees will both focus on Sauvignon Blanc and Petite Sirah. Redtree will offer these varietals with a California designation, while 39 Degrees will offer wines sourced from the Lake County, AVA. Cecchetti Wine Company believes there is strong demand in the market for more affordably priced wines from Lake County and 39 Degrees was launched to fill this need. Lake County is currently on the rise for producing superb wines, including the appellation's benchmark Sauvignon Blanc that boasts refreshing and crisp characteristics. The region is also gaining a strong reputation for producing standout reds, including Cabernet Sauvignon and Petite Sirah.

Previously, Roy Cecchetti co-founded Cecchetti Sebastiani Cellar with his brother-in-law, Don Sebastiani. The company became one of the fastest growing California wineries, due largely to the success of their flagship brand Pepperwood Grove. This wine quickly gained a reputation as one of the top wine values in the marketplace and helped the company earn a spot on *Inc. Magazine's* 500 Fastest Growing Private Companies in America three years in a row. After selling his stake in the company to Don Sebastiani in 2003, Roy took a break.

“After several years away from the wine industry, I got the urge to create another wine company that stands for quality and value,” says Roy Cecchetti, founder and CEO of Cecchetti Wine Company. “I find it very rewarding to build new wine brands and watch them evolve from concept, to the bottle, and eventually to store shelves,” he added.

To ensure quality in the bottle, Roy recruited winemaker Bob Broman, a trusted colleague who managed winemaking duties for him at Cecchetti Sebastiani Cellar and the Pepperwood Grove brand. Bob has more than three decades of experience producing premium and super premium wines. He was a driving force behind Pepperwood Grove's numerous “Best Buy” accolades from wine consumer magazines and medals from competitions, including winning “Best Red Wine of the Year” at the 1999 International Wine Challenge in London.

“When Roy asked me to join Cecchetti Wine Company, I jumped at the opportunity to work with him again,” says winemaker Bob Broman. “We are committed to producing stylistic wines from California and especially Lake County that offer fresh, fruit forward flavors that are varietally accurate,” he added.

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Cecchetti Wine Company offers two brands:

- **39 Degrees** – offers consumers a selection of good value wines from the Lake County American Viticultural Area, an emerging wine region in California located north of Napa Valley. 39 Degrees refers to the latitude of Lake County, and also where many of the great wine growing countries of the world are located. These wines are versatile and sophisticated, providing a wonderful complement to a variety of foods. The brand will offer Sauvignon Blanc, Petite Sirah, and Cabernet Sauvignon, with suggested retail prices of \$15.99 for red varietals, and \$9.99 for the Sauvignon Blanc.
- **RedTree** - offers consumers fresh, fruit forward, distinctive varietals of consistent quality and exceptional value that are ready for immediate consumption. These wines are ideal as an aperitif and complement everyday meals. The brand will offer California appellation Petite Sirah, Cabernet Sauvignon, Chardonnay, and Pinot Grigio with a suggested retail price of \$9.99 for all varietals.

“We feel the time is ripe in the market for delicious wines that consumers can enjoy any day of the week without breaking the bank,” says Roy Cecchetti. “At the end of the day, our mission is to offer consumers opportunities to confidently experiment with different varietals from California and the Lake County, AVA.”

In fact, these wines have already garnered excitement and momentum even before hitting store shelves by winning medals at several wine competitions, including two silver medals at the Hilton Head 2007 Winefest for 39 Degrees 2006 Sauvignon Blanc and Redtree 2005 Petite Sirah. For more information on each brand, visit <http://www.cecchettiwineco.com>.

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Media Contact:

Sean Carroll, 707-254-1167, carroll@bensonmarketing.com

NOTE TO MEDIA: Images are available upon request.