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CECCHETTI WINE COMPANY STRENGTHENS MARKET REACH FOR 39 DEGREES & REDTREE BRANDS

Company boasts Strong Start with Dozens of Medals and “Best Buy” Accolades

Sonoma, Calif. - October 16, 2007 – Cecchetti Wine Company today announced that in the first six months it has increased distribution from five to more than 35 states across the U.S; won dozens of wine competition medals and accolades, as well as signed several key airline accounts. www.cecchettiwineco.com

Since the launch of the company in April, Cecchetti Wine Company has extended its market reach to more than 35 states, including the top three wine consumption markets: California, New York, and Florida. This expansive market footprint allows the company to build volume and reach its goal of introducing consumers to 39 Degrees – a selection of good value wines from Lake County, an up-and-coming region north of Napa Valley. This market presence also allows the company to keep on pace for increasing volume from consumer demand for its Redtree brand - a line of affordably priced California-designated wines.

The company has also secured several key airline accounts. Starting in November, British Airways will feature Redtree 2006 California Chardonnay in its economy service on international flights. United Airlines will also feature the Redtree 2006 California Chardonnay in its first class service on all domestic flights and All Nippon Airways will feature 39 Degrees 2005 Cabernet Sauvignon on its international business class service in 2008.

“We’re very pleased with the wholesaler response and commitment we’ve seen in the market for 39 Degrees and Redtree,” says Roy Cecchetti, co-founder & CEO of Cecchetti Wine Company. “Just as we anticipated, this response is leveraging strong consumer demand in the market for wines that stand for quality and good value,” he added.

The wines have also attracted critical acclaim. Cecchetti Wine Company has won dozens of medals at many of the top wine competitions in North America, including six Gold Medals for the 2005 39 Degrees Lake County Petite Sirah. In fact, this wine was also named a “2007 Wine Competition Top Performer” by *California Grapevine Magazine*. In total, the company won 33 medals for 39 Degrees and 35 medals for Redtree. *Wine Spectator*, *Wine Enthusiast*, and *Wine & Spirits Magazine* have also awarded “Best Buy” distinctions to 39 Degrees 2006 Lake County Sauvignon Blanc and 2004 Lake County Cabernet Sauvignon and the *Quarterly Review of Wines* recommended the Redtree 2005 Cabernet Sauvignon as a “Must Buy”.

Cecchetti Wine Company was launched by Roy Cecchetti, an industry veteran who co-founded Cecchetti Sebastiani Cellar. The company became one of the fastest growing California wineries, due largely to the success of their flagship brand Pepperwood Grove. 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.

Cecchetti Wine Company offers consumers affordably-priced wines that consistently deliver quality. With 39 Degrees, the company aims to introduce consumers to Lake County, AVA, which is one of California’s emerging wine regions. Winemaker Bob Broman believes this region’s climate and soil composition are well suited for producing wines that are versatile and pair with a variety of menu styles, especially Petite Sirah and Sauvignon Blanc. Redtree offers wines that are fresh, fruit forward, and ready for immediate

consumption. These California-designated wines strive to showcase the distinct characteristics of each varietal at an affordable price for consumers.

About Cecchetti Wine Company

Cecchetti Wine Company was launched by wine industry veteran Roy Cecchetti in 2006. The company strives to produce consistent and approachable wines of excellent value from California, especially the emerging region of Lake County, AVA. www.cecchettiwineco.com

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NOTE TO MEDIA: Images are available upon request.