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CECCHETTI WINE COMPANY UNCORKS SUCCESSFUL 2009

Company Garners Beverage Information Growth Brand Awards, IMPACT Hot Prospect Award, & Substantially Increases Sales Volume for Redtree and Line 39 Wine Brands

Sonoma, CA – January 19, 2010 – Cecchetti Wine Company experienced a record year for its company in 2009 with solid sales growth, market expansion, and numerous industry awards for its Redtree and Line 39 brands. www.cecchettiwineco.com

Cecchetti Wine Company had sales of more than 144,000 cases in 2009, which is a 47 percent increase from 2008. The company's Line 39 wines increased 72 percent over 2008 with more than 32,000 cases sold. Its Redtree wines increases 37 percent over 2008 with more than 108,000 cases sold. In fact, Redtree sold more than 38,000 cases of Pinot Noir in its first year of release. These results can be attributed to strong support from national and regional chain stores, including Beverages & More!, Kroger, Fresh Market, Harris Teeter, Giant Eagle, Piggly Wiggly and this strong support will continue in 2010 with new distribution in Safeway, VONS, Albertstons, Lucky Supermarkets, SaveMart and Raley's. The company also expanded their export markets to include Thailand, Hong Kong, Denmark, Poland, Germany, France, Ireland and the Caribbean.

"2009 was a banner year for our company," said Roy Cecchetti, co-founder and CEO of Cecchetti Wine Company. "Wine critics and beverage industry magazines have recognized our winemaking efforts, while consumers throughout the world are falling in love with our wines for their distinct qualities and value."

Redtree and Line 29 were recognized with 2009 Growth Brand Awards by Beverage Information Group and M. Shanken Communication's IMPACT newsletter named Redtree a 2009 Hot Prospect. Additionally, the company received many accolades and positive reviews from Wine Spectator, Wine Enthusiast, Food & Wine, Wine Access, and Decanter.

Flying high, the wines were also placed with airlines that have helped spur sales, including Continental Airlines and British Airlines both serving Redtree 2008 Chardonnay on their domestic and international flights. United Airlines serves Redtree 2008 Chardonnay and 2008 Cabernet Sauvignon by the glass in first class.

Line 39 offers wines of fine value from Lake County within the Super and Ultra Premium wine categories. Lake County is located at 39° latitude, where many of the great wine growing regions

of the world are found. Lake County features the best conditions for producing some of the finest wine harvests. Recognized for their distinctive style, Line 39 wines are drinkable and sophisticated, providing a wonderful complement to food. Line 39 offers bright, crisp refreshing whites and smooth, subtle reds of consistent flavor and quality. Line 39 wines include Cabernet Sauvignon, Sauvignon Blanc and Petite Sirah.

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 as well as special occasions. The Redtree line includes California appellation Cabernet Sauvignon, Chardonnay, Petite Sirah, Pinot Grigio, Zinfandel, and Pinot Noir.

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 AVA of Lake County, California. The company produces Redtree and Line 39 wine brands. www.cecchettiwineco.com

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