



## E.&J. Gallo Winery

**FOR IMMEDIATE RELEASE**

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### **E. & J. GALLO WINERY ANNOUNCES LIMITED RELEASE OF A NEW BRAND OF WINE: “MARTHA STEWART VINTAGE™”**

*Six-city Release Scheduled for January 2008*

**MODESTO, Calif. (September 14, 2007)** – E. & J. Gallo Winery (Gallo) today announced the limited release of a new brand of wines under the label “MARTHA STEWART VINTAGE™” that will be offered in six cities beginning January 2008.

The initial release will include three wines: 06 Sonoma County Chardonnay, 05 Sonoma County Cabernet Sauvignon, and 06 Sonoma County Merlot. The wines will be available in 750ml bottles and offered in Atlanta, GA; Boston, MA; Charlotte, NC; Denver, CO; Phoenix, AZ and Portland, OR. Total production for this limited release is 15,000 cases.

Martha Stewart and MSLO’s Food & Beverage team worked with a team of Gallo winemakers to craft these wines, ensuring that MARTHA STEWART VINTAGE™ will be the perfect centerpiece for entertaining, whether it’s a simple or special occasion.

“As a former caterer and a lifelong hostess, I understand the important role wine can play at a gathering. The wines were crafted with great care and attention to every detail. This venture is a natural outgrowth of the friendship I’ve enjoyed with the Gallo family based on our mutual passion for food, wine and entertaining,” said MSLO Founder Martha Stewart.

Martha Stewart and members of the Gallo family have had a long-standing friendship and this endeavor is a natural evolution of that personal relationship.

“Martha Stewart has long set the standard for style and entertaining. We are pleased to help bring her vision of wine and everyday entertaining to life,” said Joe Gallo, Chief Executive Officer, E. & J. Gallo Winery.

#### **About E.&J. Gallo Winery**

Established in 1933 in Modesto, California, E. & J. Gallo Winery has become the world's foremost winery in the art of grape growing and winemaking and in the distribution and marketing of wines worldwide. With six wineries strategically located in various parts of California and access to grapes from vineyards in all of the premier grape-growing areas of California, Gallo produces wines in every category, to suit every taste. Gallo imports wines from eight of the major wine growing countries in the world. Some of the brands in Gallo’s Premium wine portfolio include Gallo Family Vineyards Sonoma Reserve, Louis M. Martini, MacMurray Ranch, Rancho Zabaco, Bridlewood, Whitehaven, DaVinci, Martin Codax, Maso Canali, Ecco Domani, and McWilliam’s Hanwood Estate.

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