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CECCHETTI WINE COMPANY SALES TAKE FLIGHT

Consumer Acceptance, Airlines Propel Nearly 100,000 Cases in Year Two

Sonoma, Calif., November 10, 2008 – In its first full year of business, Cecchetti Wine Company is approaching 100,000 cases in total sales of its Line 39 Lake County wines and Redtree California wines, according to the Sonoma-based company. www.cecchettiwineco.com

Favorable awards and ratings, consumer acceptance, and strong demand from airlines have all helped propel the company's two brands, including:

- **British Airways:** The international carrier purchased the Redtree Chardonnay in late 2007 for its international economy consumers, doubled the order this summer, then doubled it again in fall 2008. In total, they will have purchased more than 37,000 cases.
- **United Airlines:** Redtree Chardonnay is now featured on domestic first class flights.
- **US Airways:** Line 39 Sauvignon Blanc was ordered in summer 2008 then re-ordered in fall.
- **All Nippon Airways:** Line 39 Cabernet Sauvignon is featured in first class. (The 2005 vintage was just featured as a "best buy" in *Wine Enthusiast's* October 2008 issue.)

"Our airline partners and their customers are responding enthusiastically to the quality and value of Line 39 and Redtree," said Roy Cecchetti, co-founder and CEO of Cecchetti Wine Company. "After flying, consumers are emailing us, asking where they can purchase these wines, especially in hub markets like London, Denver, Chicago and Honolulu," he added. The company has offered its airline customers the convenient 187ml format bottle and Cecchetti says this is increasingly rare from all but the largest wine companies.

Cecchetti Wine Company was founded in late 2006 and began selling wine in spring 2007. Wine sales through the third quarter of 2007 totaled less than 17,000 cases. But through September 2008, sales have exceeded 77,000. Cecchetti says the company will surpass 100,000 cases by year end.

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. www.cecchettiwineco.com

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