

FOR: BLACKBIRD VINEYARDS
Michael Polenske, Proprietor
5033 Big Ranch Road
Napa, CA 94558
707.252.4444

FOR IMMEDIATE RELEASE
May 29, 2006

CONTACT: WAGSTAFF WORLDWIDE
Linda Parker/Amelia Cameron
323.871.1151
linda@wagstaffworldwide.com
amelia@wagstaffworldwide.com

PAUL LEARY LANDS AT BLACKBIRD VINEYARDS

Former Associate Vice President of Marketing, Duckhorn Wine Company, announces that he will join Blackbird Vineyards

(Napa, California)—Blackbird Vineyards, who recently launched the inaugural release of their ultra premium 2003 Merlot from Napa’s Oak Knoll District, is pleased to announce that Paul Leary has joined as Chief Operating Officer/Chief Marketing Officer. “Paul has a remarkable track record in developing key consumer and trade strategies for the luxury wine tier. He has demonstrated a strong history of sales and marketing capabilities and will be a tremendous asset to our team as we prepare for the release of our second vintage,” said Blackbird Vineyards’ proprietor Michael Polenske. “We are delighted that he has chosen to join the team at Blackbird Vineyards.”

Leary was most recently the Associate Vice President of Marketing at Duckhorn Wine Company, where he was responsible for the short and long term planning, marketing expenditures and budgets, including packaging for three wine brands, public relations, website development, ecommerce, email marketing and numerous point of sales materials for direct and wholesale sales channels. As Chief Operating Officer/Chief Marketing Officer for Blackbird Vineyards, Leary will develop forecasting strategies, establish sales and distribution channels, develop an infrastructure for direct to consumer sales, and oversee the short and long-term objectives of the winery. “It is truly an exciting opportunity to be a part of the Blackbird Vineyards team. The estate vineyard offers exceptional roots to establish a winery of the highest character,” said Leary.

Leary has been, and will continue to be, an active member of the Marketing and Promotions Committee for the Napa Valley Vintners. Among other charitable organizations that Leary is dedicated to, he has also been a Certified Volunteer Firefighter in St. Helena. Leary will continue to reside in Napa while representing Blackbird Vineyards regionally and nationally.

MORE....

PAUL LEARY HAS FLOWN TO THE BLACKBIRD VINEYARDS /Add One

| Blackbird Vineyards, www.blackbirdvineyards.com, located in the heart of the Oak Knoll district of Napa Valley, is an artisanal producer of Pomerol style wines. For additional information about the 2003 Merlot, or the upcoming release of the 2004 Merlot, visit www.blackbirdvineyards.com. Blackbird Vineyards is located at 5033 Big Ranch Road, Napa, CA 94558.

XXX

FOR MORE INFORMATION PLEASE CALL WAGSTAFF WORLDWIDE, 323.871.1151