

FOR: BLACKBIRD VINEYARDS
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FOR IMMEDIATE RELEASE

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**BLACKBIRD
VINEYARDS**

BLACKBIRD VINEYARDS, CHANEL FINE JEWELRY COLLECTION, AND XOJET SHINE AT THIS YEAR'S AUCTION NAPA VALLEY

Blackbird Vineyards collectively raises over \$330,000 and its 10-case 2006 vintage barrel auction lot places 5th out of 128 Napa wineries

(NAPA VALLEY, CA; June 9, 2008)—Wine lovers lifted their glasses and paddles this past weekend to raise an unprecedented \$10.35 million at Auction Napa Valley—The American Wine Classic. The auction is one of the largest wine-focused charity auctions in the world and directly benefits healthcare, youth services, and affordable housing non-profits in the Napa Valley.

In its second year of participation in the auction, Blackbird Vineyards collectively raised an extraordinary \$332,000. “We are thrilled by the enthusiastic support we received from auction attendees,” states Blackbird Vineyards Proprietor Michael Polenske. “Our top tier barrel auction results over the last three years are a testament to the quality of Blackbird’s terroir and to the talents of our winemaking team.” Polenske continues, “the generosity of our strategic partners and friends allow us to create unobtainable auction lots that garner extraordinary bidding.” The coveted lots from Blackbird that were on the auction block included a wine and fashion sojourn to Paris and the Napa Valley that raised \$300,000 making it the 4th highest grossing lot, a 10-case lot of the 2006 vintage of Blackbird that had an impressive 5th place finish—selling for \$30,250, and an E-Auction lot of one hand-etched 3.0L of 2005 Blackbird Vineyards Napa Valley Proprietary Red that sold for \$2,100.

The brilliant wine and fashion excursion will begin with private jet transportation from New York to Paris on XOJET—the leading provider of global business aviation services. In Paris, guests will attend the spring 2009 CHANEL fashion show, receive a personal tour of the rarely seen, private Coco CHANEL apartment, and take pleasure in accommodations at the exclusive Hotel Plaza Athénée Paris. In the Napa Valley, the winner will experience an unforgettable evening at Ma(i)sonry, the highly anticipated wine and design gallery opening in Yountville later this summer. An elegant dinner for eight will be prepared by a top Bay Area chef and enjoyed in a setting that is sophisticated, yet evokes the feel of a private home. Their wine and fashion journey is complete with a three year vertical collection of 2003 - 2005 double magnums from Blackbird Vineyards.

“Auction,” as it is known, kicked off on Thursday night, June 5, 2008, and the valley was abuzz with vintner soirées. Blackbird Vineyards hosted a garden party along with *Departures*, Mandarin Oriental Hotels, Steinway Music, and 30 leading Napa vintners at the Beaulieu Gardens estate in Rutherford.

The following evening, Blackbird Vineyards along with CHANEL Fine Jewelry Collection and Solstice Collection hosted 30 guests at “Indian Gap”—Solstice Collection’s newest luxury estate in Napa Valley. Dinner was prepared by celebrated Executive Chef Mark Gordon from Terzo in San Francisco and paired alongside Blackbird Vineyards wines. This elegant gathering sparkled with a private viewing of the latest CHANEL Fine Jewelry Collection.

About Blackbird Vineyards

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of Pomerol-inspired wines from the Napa Valley. Planted in 1997, the estate vineyard is located in the heart of the Oak Knoll District—a region appreciated for its moderate climate and deep, gravelly soils. The vineyard's valley floor topography presents optimum growing conditions for Winemaker Sarah Gott and Winegrower Aaron Pott to produce an elegantly styled, appropriately balanced red wine that offers short- and long-term cellaring potential. Limited quantities are available through an allocated mailing list direct from the winery and in the finer restaurants and hotels around the world. Learn more at www.blackbirdvineyards.com.

About CHANEL Fine Jewelry Collection

The House of CHANEL introduced its first collection of Fine Jewelry in 1932. Gabrielle 'Coco' Chanel unveiled Bijoux de Diamants with a dramatic presentation in her Paris Apartment. Mademoiselle Chanel chose all diamonds for her designs because she believed "They have the greatest value in the smallest volume." CHANEL resumed their jewelry activity in 1993, with a collection that paid homage to the first 1932 collection yet looked fresh and modern. Today, the House of CHANEL continually launches new Fine Jewelry collections. In 1993, CHANEL launched the CHANEL Fine Jewelry Collection and opened a worldwide flagship Fine Jewelry Boutique on 18 place Vendôme in Paris. There are eight Fine Jewelry boutiques in the U.S. and 41 worldwide. Learn more at www.chanel.com.

About XOJET

XOJET, Inc. is a leading provider of global business aviation services on an all-new fleet of business jets. XOJET launched its service in January 2006 and has quickly established itself as one of the fastest-growing business aviation companies on record. The company has built a fleet that will reach 127 aircraft worth \$US3.1 billion by 2012. Learn more at www.xojet.com.

About Solstice Collection

Solstice is recognized internationally as the "Best of the Best" by Robb Report and Best Internationally 2007 by Business Britain. As the leader in the ultra-luxury segment of the \$2 billion destination club industry, Solstice appeals to affluent global consumers seeking a suitable alternative to second-home ownership. The company's members receive the highest levels of personalized service and virtually unlimited access to a growing collection of 13 architecturally significant homes with an average value of \$6.5 million. Learn more at www.solsticecollection.com.

About Terzo, San Francisco

Nice Ventures is a premier small restaurant management company located in San Francisco. Nice Ventures has attracted significant local and national recognition for the quality, originality, and execution of their establishments. Nice Ventures currently owns and operates three successful full-service restaurants in San Francisco, and also runs a food booth at the Saturday Ferry Plaza Farmer's market. Each restaurant is a uniquely different concept and committed to maintaining the individuality of each restaurant's identity. Learn more at www.terzosf.com.

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