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BLACKBIRD VINEYARDS COLLECTIVELY RAISES \$141,575 at 31st ANNUAL AUCTION NAPA VALLEY

Live Lot Partnership with Chopard Provides Unique Opportunity to Attend Hosted Dinner at Ma(i)sonry Napa Valley and a Behind the Scenes Experience at the 2012 Cannes Film Festival

(NAPA VALLEY, CA; June 8th, 2011) –In its fifth year of participation in Auction Napa Valley, Blackbird Vineyards collectively raised \$141,575 with its Live, Barrel and E-Auction lots, contributing to the Auction's \$7.3 million total.

Auction Napa Valley, now in its 31st year, surpassed \$100 million dollars in giving by the Napa Valley Vintners. The auction's final tally of \$7.3 million will benefit healthcare, youth services, and affordable housing non-profits in Napa County. Blackbird Vineyards participated in every aspect of the auction, donating a spectacular live lot in partnership with Chopard which garnered a winning bid of \$120,000, as well as a 2009 vintage barrel lot that sold for up to \$3,200 per case (\$266 per bottle) and an E-Auction lot that went for \$2,150.

Blackbird Vineyards' Live lot #37 - referred to as 'Auteur' includes a Blackbird Vineyards Vertical Collection-three-year, hand-etched, 6L collection of 2006-2008 Illustration Proprietary Red Wine signed by winemaker Aaron Pott, "Your 2012 Cannes Film Festival Experience"-a trip for two to the Cannes Film Festival, one Chopard Happy Sport Watch, as well as a Ma(i)sonry Napa Valley Dining Experience and accommodations at Bardessono Napa Valley for six persons.

The manufacturer of luxury watches, jewelry, accessories, and timepieces, Chopard has been one of the two main sponsors of the Cannes Film Festival for the last 20 years. The lot also includes airfare to Nice, France, luxury car service (from the airport and for three days), access to movie premieres, luxury accommodations, all lunches and dinners, hair and makeup services, and entrance to great events.

Over the past six years, Blackbird has raised over \$800,000 for Auction Napa Valley. Past lot donations have included 2010's rare opportunity to contribute to the Robb Report's 2011 'Car of The Year' issue, and packages with XOJET in 2007 and 2008, along with a collection of CHANEL Fine Jewelry and tickets to the CHANEL couture fashion show in Paris.

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 Winemakers Aaron Pott and Sarah Gott to produce elegantly styled, appropriately balanced red wines that offer 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. Visit Blackbird and become a fan on Facebook.

About Ma(i)sonry Napa Valley:

Restored in 2008 by Blackbird Vineyards' Proprietor Michael Polenske, this historic 1904 stone building serves as a stylized backdrop for Ma(i)sonry Napa Valley—"a life aesthetic." As an art, design, and collective wine-tasting gallery among an outdoor sculpture garden, Ma(i)sonry offers guests a differentiated lifestyle experience in wine country. Located in Yountville—a world-class culinary, wine, and tourism destination—Ma(i)sonry Napa Valley features a rotating collection of limited-production wines and internationally renowned art and furnishings to appreciate and acquire. Guests are welcome to peruse Ma(i)sonry's galleries seven days a week, with seasonal evening appointments until 10 p.m. For more information, visit www.maisonry.com.

About Auction Napa Valley:

Since 1981, members of the Napa Valley Vintners and the Napa Valley community have rallied together to offer, each June, an experience unlike any other. What started as a small event has grown into one of the world's most renowned wine auctions—with more than 350 wineries and 550 community volunteers now taking part—yet remains true to its goal of raising funds for healthcare, housing and youth services nonprofits: Auction Napa Valley has given \$90 million in proceeds to date. www.napavintners.com

About Chopard:

Chopard is a Swiss based luxury watch, jewelry, and accessories company founded in 1860 by Louis-Ulysse Chopard. Chopard, which also has production facilities in Fleurier, is one of four participating brands in the Fleurier Quality Foundation (together with Bovet, Parmigiani and Vaucher), which certifies a very high level of quality to manufactured watches (www.fleurier-quality.com). The "Qualité Fleurier" standard is meant to compete with the Geneva standards such as the exclusive Geneva Seal manufacturing standard.

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