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BLACKBIRD VINEYARDS CONTRIBUTES \$276,150 TO FUNDRAISING EFFORTS AT 35th ANNUAL AUCTION NAPA VALLEY

Partnership with Bulgari, Mandarin Oriental Hotel Group & Delta Airlines for Global Bespoke Experience



Private bidder dinner at Ma(i)sonry Napa Valley hosted by Bespoke Collection President Paul Leary and Chairman & Founder Michael Polenske, and prepared by Chef Victor Scargle of Lucy Restaurant at Bardessono (left & middle). Gift bags included offerings from Blackbird Vineyards, Bulgari, and AERENA Galleries & Gardens. Live lot display at Auction Napa Valley Marketplace (right).

(NAPA VALLEY, CA; June 16th, 2015) – In its ninth year of participation in Auction Napa Valley, Blackbird Vineyards collectively raised \$276,150 with its live, barrel and e-auction lots, contributing to the Auction's \$15.8 million total. Auction Napa Valley, now in its 35th year, has helped raise more than \$145 million in proceeds since its inception. The \$15.8 million raised this year will directly benefit healthcare, youth services, and affordable housing non-profits in Napa County.

Participating in every aspect of this year's auction, Blackbird Vineyards donated a spectacular live lot in partnership with Bulgari, Mandarin Oriental, Las Vegas, Mandarin Oriental, Hong Kong, and Delta Airlines, which garnered a winning bid of \$260,000, more than doubling last year's result! A single barrel was produced for the 2013 barrel lot cuvee, which sold for up to \$1,650 per case. Blackbird's Flocking Good Lot, part of the e-auction sold for \$1,900 and included a 1.5L magnum bottle of Blackbird's flagship wine – Illustration – in addition to a wine tasting and lunch at Ma(i)sonry Napa Valley, a two-night stay at Blackbird Vineyards' Oak Knoll House, and a one-year membership to Blackbird Vineyards' BlackMail .

Blackbird Vineyards' live lot, #40, included a three-bottle, horizontal collection of hand-etched, 6L imperials of 2012 Illustration, Paramour and Contrarian Proprietary Red Wines signed by Winemaker Aaron Pott. The winning bidders will also take off on a "Global Bespoke Experience" that will fly them on Delta Airlines Business Class to Hong Kong and Las Vegas for luxurious stays at the Mandarin Oriental Hotel, then onward to Rome to fully take in the artistry and heritage of Bulgari, where the winner will design a bespoke piece of jewelry. To bring the trip back to where it all began, this global experience will also enjoy a portfolio tasting of Blackbird Vineyards wines at Ma(i)sonry Napa Valley, followed by a private dinner with Blackbird President Paul Leary and accommodations at Bardessono Hotel & Spa.

Following the Barrel Auction, Blackbird Vineyards hosted a private dinner at Ma(i)sonry Napa Valley on Friday, June 5th, featuring library wines from Blackbird and Ma(i)sonry, and cuisine prepared by Chef Victor Scargle of Lucy Restaurant at Bardessono Hotel. Among the many attendees was Bulgari's newly appointed president, Daniel Paltridge, who noted "Bulgari was proud to partner with Blackbird to raise funds for Napa County and participate in the dinner at Ma(i)sonry. Bulgari's jewels could not have had a more spectacular setting -- the atmosphere was simply magical and the food and wine unforgettable. We believe the trip to Rome will truly provide a unique opportunity to be immersed in the Bulgari world visiting our High Jewelry Workshop and work with our designers to create a unique

personalized high jewelry design. Like Blackbird we are passionate about beauty, excellence and giving back to the community.”

Since 2006, Blackbird has collectively raised over \$1.4 million for Auction Napa Valley. Past live lot donations have included rare opportunities to experience the Kentucky Derby, contribute to Robb Report’s Car of The Year issue, attend the Cannes Film Festival with hosts CHOPARD, and enjoy the CHANEL couture fashion show in Paris with private air from XOJET.

Blackbird Vineyards extends a heartfelt thank you to all those who helped make this year’s auction a success.

About Blackbird Vineyards

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of Right-bank-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, Aaron Pott, to produce elegantly-styled, appropriately-balanced red wines that offer short and long-term cellaring potential. www.blackbirdvineyards.com   

About BVLGARI

Today part of the LVMH Group, Bulgari was founded in Rome in 1884 as a jewelry shop and progressively imposed itself with its magnificent jewelry creations, emblems of Italian excellence. The international success made the Company evolve into its current dimension of a global and diversified player in the luxury market, with a store network in the most exclusive shopping areas worldwide and a portfolio of products and services ranging from jewels and watches to accessories, perfumes and hotels.

About Mandarin Oriental Hotel Group

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the most luxurious hotels, resorts and residences. Having grown from a well-respected Asian hotel company into a global brand, the Group now operates, or has under development, 44 hotels representing almost 11,000 rooms in 24 countries, with 20 hotels in Asia, nine in The Americas and 15 in Europe, Middle East and North Africa. In addition, the Group operates or has under development, 15 Residences at Mandarin Oriental connected to its properties.

About Auction Napa Valley

Since 1981, members of the Napa Valley Vintners and 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 which remains true to its goal of raising funds for healthcare, housing, and youth services nonprofits. Auction Napa Valley has given over \$145 million in proceeds to date. www.napavintners.com

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