FOR IMMEDIATE RELEASE **August 30, 2007**

MEDIA ALERT

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Monterey County Vintners & Growers Association produces first-ever, in-depth video focusing on Monterey's County nine diverse appellations

August 30, 2007 – Monterey – Monterey County boasts more than 40,000 acres planted with wine grapes. But it's the diversity of the area's climate, topography and soil composition—not the quantity of grapes—that makes Monterey County's wines special. From the fog-blanketed coastal hills to the sun-drenched Salinas River valley, vineyards in the county's nine appellations, or American Viticulture Areas (AVA), produce wine that is distinctly theirs and uniquely Monterey County's. The Monterey County Vintners & Growers Association (MCVGA) has teamed up with Full Steam Marketing & Design in Salinas to tell the story of Monterey County's diverse wine country.

How many consumers and members of the industry are aware of the breadth and depth of Monterey County's wine appellations? Until now, no single viticulture educational tool captured and fully explained the diversity of the county's nine distinct AVAs. The result of the collaboration, a 50-minute video entitled "Elements of Taste," offers an intimate portrait of each Monterey County AVA. The county's AVAs are Monterey, Carmel Valley, Santa Lucia Highlands, Arroyo Seco, San Antonio Valley, San Bernabe, San Lucas, Chalone and Hames Valley.

Mike Bobbitt & Associates also partnered with MCVGA and Full Steam to produce the aerial fly-ins that introduce each of the AVA segments. The captivating 3D visualizations and animations position each AVA on this massive over 80 mile long county.

"The DVD is an excellent educational tool, both for wine connoisseurs and for people who are just getting into wine," said Rhonda Motil, executive director, Monterey County Vintners and Growers Association. "It's also a very beautiful and entertaining video that features glimpses of the county's dramatic and diverse natural scenery."

The video explores the particular microclimates, soil characteristics and topography that distinguish each AVA and make them ideal for growing certain varietals, be it Chardonnay, Riesling and Pinot Noir in the Santa Lucia Highlands, or Cabernet Sauvignon, Merlot and Syrah in the Hames Valley. Growers and winemakers from each area describe their AVA's special characteristics and how they translate into the wine grown and made there. The video was shot over a 10-month period so that each growing season was represented.

"It is always rewarding for us to introduce new and exciting geographic technologies to help the viewers better understand the diversity and complexity of such a spectacular wine growing area as Monterey," commented Kelly Bobbitt of Mike Bobbitt & Associates. "We know they will enjoy watching this as much as we enjoyed working with such professionals as Full Steam Marketing and Design and the MCVGA staff and members."

"The Monterey County wine industry, which is about 35 years old, is now experiencing its coming of age," said Craig Kaufman, Full Steam Marketing & Design. "This video demonstrates how the individual AVAs are fine-tuning what grows best in their area and are starting to reap the benefits of their knowledge and experience in the products they are creating."

"Elements of Taste" was produced with a grant from the U.S. Department of Agriculture. It will be distributed to wine distributors and national media as part of a media blitz to promote the Monterey County wine industry. The video will also be available online at www.montereywines.org

"We want people to appreciate the fantastic and unique wines that we produce in Monterey County and to look for our appellations on the bottle when they purchase wine," Motil said. "This video will help make that happen."

Copies of "Elements of Taste" are available by contacting the MCVGA at (831) 375-9400. For more information about the MCVGA and the Monterey County wine country, visit montereywines.org.

About Full Steam Marketing & Design

For 23 years, the professionals at Full Steam Marketing & Design have delivered highly effective marketing communications and outstanding creative services to a variety of clients in Monterey County and beyond. Full Steam is located in the historic Granary Building on Market Street in adjacent to Old Town Salinas.

Full Steam's client roster includes public companies, private firms, government entities and non-profit organizations, each faced with unique marketing challenges and communications needs that Full Steam helps them respond to. Full Steam's long list of clients includes Fresh Express, Monterey Meeting Connection, the Naval Postgraduate School, the National Steinbeck Center and the Monterey Bay Aquarium.

Visit www.fullsteam.com for more information.

About Mike Bobbitt & Associates

Mike Bobbitt & Associates offers a wide array of mapping and geographic information services to well over 300 vineyard related clients throughout the Western United States.

With offices spread across the primary California vineyard regions they utilize the latest in technologies in their work with Regional Winegrower Associations, Vineyards, Wineries, and Marketing Specialists to meet specific cartographic needs in a timely and cost-effective way so that their clients can spend their time and money on what they do best – making and marketing great wines! It's success and growth attest to the level of service, expertise and the breadth of offerings demanded by this market place.

Visit www.mikebobbitt.com for additional information.

About MCVGA

The Monterey County Vintners & Growers Association (MCVGA) brings together the talents and resources of members, partners and our community in order to promote and support our leadership in the art, the science and the business of wine. Founded in 1974, MCVGA is a non-profit organization representing over 85 vintners and growers in Monterey County. Additional details on MCVGA and the upcoming national tour activities can be found at www.montereywines.org or by calling (831) 375-9400.

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