

FOR IMMEDIATE RELEASE

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LYNMAR ESTATE ANNOUNCES NEW MANAGING DIRECTOR
Wine Industry Veteran Keith LaVine Joins Russian River Valley Winery

(Russian River Valley, Calif.)— February 5, 2009—Lynmar Estate Proprietor Lynn Fritz today announced that he has appointed Keith LaVine as Managing Director of the Russian River Valley winery.

Keith's comprehensive background and experience in the wine industry is extensive and impressive, with posts ranging from national distribution to sales and marketing. At Lynmar Estate, LaVine will report directly to Lynn Fritz and will oversee all aspects of winery management, including sales, marketing, finance, winery operations and production.

Prior to joining Lynmar Estate, LaVine most recently served as Managing Director of Sonoma-Cutrer, one of the most prestigious brands in the industry, where he worked for 12 years. Previous positions included Senior Vice President of Sales for Brown Forman Wine Estates, National Sales Manager of Sonoma-Cutrer Vineyards and National Sales Manager of St. Supery Winery. Additionally, he was a founding partner of Piaceri Wines, a production, sales and distribution company. LaVine has also worked in the food and beverage division for Hilton Hotels, where he developed his passion for the wine industry.

LaVine is active in the Sonoma County wine community and is a former Board Member and President of the Sonoma County Vintners Association. In addition to his professional accomplishments, LaVine has been involved in the non-profit community, serving on the Board of the Make-A-Wish Foundation and supporting the Sonoma County Council on Aging Meals-On-Wheels program. A Georgia native, he received a bachelors degree in Business Administration from Georgia Southern University.

ABOUT LYNMAR ESTATE

Lynmar Estate produces limited-quantity, ultra-premium Pinot Noir and Chardonnay wines from the Russian River Valley region of Sonoma County. Lynmar Estate's proprietor, Lynn Fritz, and his wife Anisya, provide a subtle yet firmly committed stewardship to the land through innovation and preservation of the delicate ecosystem in the this unique part of the Russian River Valley. For more information, please visit www.lynmarestate.com or call 707.829.3374.

FOR MORE INFORMATION, PLEASE CONTACT

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