

ALMADEN.



NEWS RELEASE

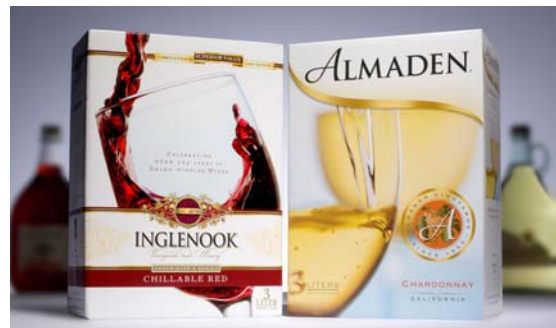
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Dramatic End to Historic Glass Jugs for Two of America's Best Loved Brands Almaden and Inglenook Wines

Livermore, CA (May 28 , 2008) In a move consistent with the consumer's desire for both value and environmentally-friendly packaging, the historic Almaden and Inglenook brands will no longer be packaged in large, carbon-inefficient 3L and 4L glass jugs and will immediately move to Bag-in-Box (BIB) packaging. BIB packages weigh significantly less than glass and require far less carbon-based energy to transport.

The announcement was made today by The Wine Group, Inc. Both wine brands, purchased in February 2008 from Constellation Wines U.S., are moving to BIB packaging which will save 11 million pounds in packaging waste and reduce the brands' carbon footprint by 60%.



"Consumers and the industry should applaud this move," said Jon Fredrikson, wine industry analyst and industry consultant. "Almaden and Inglenook are two classic brands that were part of many people's first wine experience. Recent research has shown that consumers have great interest in environmentally friendly packaging. They now actively seek ways to cut their carbon footprint in the products they purchase. The fact that these two popular American brands are now taking this step is significant because of the volume they represent."

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"The positive impact to the environment from making the shift to BIB packages will be huge, simply because the volume of these two brands combined account for ten million cases of production," notes David Kent, CEO of The Wine Group. "We believe that making this change with two such venerable brands is an important step forward for the environment and for consumers who appreciate quality, value and the lessened impact on the environment."

Both Almaden and Inglenook have histories that reach back to the earliest years of California's wine industry. Almaden was founded in 1852 when Frenchman Etienne Théé planted grapes near Los Gatos, while Inglenook quickly gained popularity after fur-trading sea captain Gustave Niebaum purchased the Inglenook vineyard in Napa Valley in 1879.

For more information, go to www.betterwinesbetterworld.com. To speak with a representative of The Wine Group, please contact Patricia Schneider (415) 717-7595 or patricia9@comcast.net

The Wine Group, LLC is a San Francisco based privately-held company that produces such well-known brands as Franzia, Concannon, Big House, Glen Ellen, Corbett Canyon, Foxhorn, Fish Eye and Mogen David. Founded in 1981, by a management buy-out of the wine assets of The Coca Cola Bottling Company of New York, The Wine Group is now California's second largest wine producer by volume and the world's most cost and carbon efficient vintner.

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[Almaden-Inglenook 3L Cask Image](#)