

VIBRANT RIOJA

For Immediate Release

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VIBRANT RIOJA CAMPAIGN LAUNCHES INTEGRATED TRADE PROGRAM **Region Strengthens Commitment to U.S. Market Despite Current Economic Challenges**

New York (February 25, 2010): In a move that signifies a growing commitment to the U.S. marketplace, the Vibrant Rioja marketing campaign announced today the launch of a multi-million dollar trade program to support national sales at all levels.

"Twenty years ago, less than twenty bodegas imported Rioja wines to the U.S.," said Ana Fabiano, Trade Director of the Vibrant Rioja campaign. "But today, Rioja is one of the most identifiable brands of Spain, with more than 100 distribution channels nationwide. We're as synonymous with the country as flamenco dancing and bullfighting." Fabiano continues, "As a category, Rioja delivers unparalleled quality the trade and consumer can trust. The diversity in today's Rioja – in style and price – is astounding."

Despite current economic trends, this program will enhance the region's dedication to the U.S. domestic market and provide valuable support to existing and prospective importers and distributors of DOCa Rioja bodegas and their wines.

Over 400 integrated programs make up the 2010 trade strategy, including a point of purchase program, virtual retail program and independent account support. Additionally, momentum continues with successfully integrated retail programs piloted in 2009 that helped create over 20% increase in sales.

"From our end, the program was a rousing success," said Bill Meusgeier, Promotion Director for Crown Wine Merchants. "The events were great, the promotional material was outstanding and the support and education from the people at Vibrant Rioja was excellent. We cannot wait to work with them again."

Results like these validated the trade's trust in the campaign to form mutually beneficial partnerships with the end goal of positive consumer response.

The point of purchase program will include over 100 participating accounts, as well as a national program with 10 key chain accounts. The virtual retail program will be available through the www.vibrantrioja.com/trade web site to all third-tier retail trade accounts nationwide. Additionally, independent accounts that are interested in conducting a Rioja wine program will be provided with resources to assist in the execution.

To learn more about Rioja's trade program, contact Ana Fabiano by phone at (845) 255-2040, by email at AnaFabiano@VibrantRioja.com, or visit www.vibrantrioja.com/trade.

About Rioja

Located in north central Spain, Rioja is considered one of the greatest red wine regions of the world. Rioja reds are blended predominantly with the indigenous tempranillo grape from one of the region's three sub-zones — Rioja Alta, Rioja Baja, and Rioja Alavesa. The DOCa of Rioja administers highly sophisticated and stringent quality control in the winemaking process, from viticulture to bottling. More than 200 brands from Rioja are available for purchase in the U.S. For more information, please visit www.vibrantrioja.com.