



MARK WEST

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Mark West Pinot Noir Teams Up with Raley's to Celebrate Earth Day

The result: energy savings, water conservation and a garden of basil

Graton, CA, April 17, 2009... Everyday at Mark West is Earth Day, where its winery's energy and water conservation practices are built into the eco-conscious winemaking process. Although everyone has been touting their green report cards of late, Mark West has quietly focused more on producing an exceptional value Pinot Noir for under \$15 than elaborating on the number of awards they've won for their energy and water conservation measures as well as greenhouse gas emissions reductions. We, as their PR firm think that it's something to talk about hence our release to you ☺ .

This Earth Day however, the green initiatives are reaching beyond the winery practices and being embraced by Raley's customers in stand-up displays throughout California for an Earth Day kick off promotion. Mark West has designed "plantable" coasters, which have been embedded with basil seeds and will be tied around the neck of bottles of Mark West Pinot Noir. When consumers are done using the coasters, they can be planted in soil and yield this most versatile of summer herbs.

"Mark West's Pinot Noir has always been about providing everyday wine drinkers with an affordable and enjoyable Pinot Noir. We are happy to be able to provide Raley's customers with a fun way to enjoy Earth Day by reminding them that even at the value level, you can still find great, eco-friendly wine." Says Ron Janowczyk, Vice President of Sales. "Raley's commitment to sustainability, local producers and the environment made them a perfect partner to work with on this Earth Day special offering."

About Mark West

Mark West specializes in producing great value California Pinot Noir with varietal integrity and quality. Mark West's Pinot Noir appeals to a wide range of wine drinkers who enjoy an affordable everyday Pinot Noir at home or by the glass in restaurants. Mark West is one of the top five best selling Pinot Noirs in the country and was selected as one of the "Most Popular Pinot Noirs" in the 20th Annual Restaurant Poll in Wine & Spirits Magazine in April 2009. The winery in Graton has been recognized by the Environmental Protection Agency, granted an Energy Star Award and became an accredited Sonoma County Green Business in 2008.

For more information on Mark West wines and the people behind them, contact Kendall Johnson, Charles Communications Associates, kendall@charlescomm.com or 415.701.9463.

About Raley's

Raleys, a privately-owned supermarket chain based in West Sacramento, California, was founded by Tom Raley, who opened his first store in 1935. The company is committed to providing busy, health-conscious families with convenient, high- quality foods at outstanding value. More information about Raleys and its green initiatives is available at www.raleys.com.

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