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Parallel Celebrates Its Relationship With The US Ski And Snowboard Team Foundation

NAPA VALLEY, CA AND PARK CITY, UT, JANUARY 29, 2007...The partners of Parallel Napa Valley Wines of Napa Valley, CA are proud to announce their ongoing support of the US Ski and Snowboard Association (USSA) and the US Ski and Snowboard Team Foundation (USSTF). In 2006, Parallel participated in their annual fundraisers, often referred to as “ski balls” and will continue this new tradition in 2007. It was truly a win-win relationship for both Parallel and the USSTF as it allowed Parallel to preview its 2004 Napa Valley Cabernet Sauvignon to a ski and wine loving crowd, while adding a bit of new panache to the events and helping to raise funds for a cause that is near and dear to Parallel – skiing and snowboarding. Park City, Utah is home to the Parallel partners where they all met 25 years ago, and the base for the U.S. Ski and Snowboard Team Foundation, a non-profit 501c3 that supports amateur athletes who work tirelessly to represent the United States in skiing and snowboarding on the international stage.

In 2006, the USSTF raised \$2 million through fundraisers in Boston, San Francisco, Silicon Valley, Chicago, and New York. Parallel participated by pouring its skiing inspired wine at the events in San Francisco, Silicon Valley and New York, and provided 3L bottles of its new 2004 to honor the top bidder in San Francisco and Chicago. In New York, the wine tasting was met with rave reviews, but the auction package – the “Parallel” trip for two to Napa Valley to visit the Parallel estate and to Park City for the 2008 Sundance Film Festival – was the real winner as it raised \$18,000 through a very enthusiastic live auction. A spontaneous gift of a case of the 2004 Parallel Napa Valley Cabernet Sauvignon added another \$1,200 at the last minute to the funds raised in NYC.

At each event, the Parallel wine tastings added a new dimension and buzz to the fundraisers. Those present – some 1,200 attendees in all- were some of the first to sample Parallel winemaker, Philippe Melka’s 2004 release. Melka is world renowned for his wines, having been awarded Winemaker of the Year in 2005 by Food & Wine Magazine. The supporters of the U.S. Ski Team and U.S. Snowboarding

Association – the who’s who of the winter sports world - were thrilled to learn there was a wine inspired by the fresh powder tracks created by the first run of the day! Some new Parallel fans were definitely born, thanks to the USSA.

Parallel chose to support the USSA due to the partner’s long-standing friendship with Bill and Connie Marolt, as well as the fact that it was a natural fit for a skiing inspired wine. Bill, an Olympian in downhill, serves as the Executive Director of USSA. Connie serves as the unofficial “Assistant Executive Director” and head hostess for the events.

“Having Parallel Wine at our events this year definitely added an extra sense of panache and celebration,” shared Connie Marolt. “The wine tastings were elegant and the auction items from Parallel – wine, Sundance Film Festival and Napa trips - were all exceptional fund generators. We look forward to having Parallel back on the team next year.”

Parallel looks forward to repeating the great round of events in 2007. For more on USSA, USSTF and how to help these young athletes reach their dreams, visit www.ussa.org. For more on Parallel Wines, visit www.parallelwines.com.

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