

FOR IMMEDIATE RELEASE

**FESS PARKER WINERY ANNOUNCES THE PROMOTION OF BLAIR FOX  
TO WINEMAKER**

**Los Olivos, CA – May 2005:** The Fess Parker Winery & Vineyard announces the appointment of Associate Winemaker Blair Fox to Head Winemaker, effective immediately. He brings continuity to the cellar and vineyard operations, having worked alongside Director of Winemaking Eli Parker for the last three harvests.

Graduating from UC Davis in 1999 with a combined degree in Viticulture and Enology, Fox gained winemaking experience at Sunstone Winery in the Santa Ynez Valley (1999-2001), and at Haselgrove Winery – a custom-crush winery in McLaren Vale, Australia (2003). He also traveled through France’s Rhône Valley before returning to his hometown of Santa Barbara. He then joined Fess Parker Winery & Vineyard as Associate Winemaker, overseeing the Rhône varietal wines. Fox had previously consulted in the vineyard for the winery’s 2002 harvest.

“Having focused on the winery’s estate Syrah and Rhône varietal vineyards, I’m excited to add on the responsibility for Ashley’s and Bien Nacido vineyards and control the Burgundian part of our portfolio (Pinot Noir and Chardonnay),” said Fox. “The vineyards and clonal selection here are of such high quality, and the Parkers are a great family to work for.”

Fox continues the stylistic direction set by Eli Parker when capturing the *terroir* of the vineyards. He aims to continue raising the bar for the award-winning Fess Parker wines, such as the 2001 Rodney’s Vineyard Syrah (91pts, Wine Advocate), 2002 Bien Nacido Vineyard Pinot Noir (93pts, Wine Spectator), and 2001 American Tradition Reserve Syrah, (92pts, Wine Advocate).

**About the Fess Parker Winery & Vineyard:**

The Fess Parker Winery and Vineyard, located along the Foxen Canyon Wine Trail in Santa Barbara County, focuses on producing diverse, Estate Grown, Burgundian and Rhône wines from 600 acres of vineyards. The winery was established in 1989 by former actor Fess Parker, and is family-run by son, Eli Parker as President, Director of Winemaking and Vineyard Operations, daughter Ashley Parker Snider as Marketing and Public Relations liaison, and son-in-law Tim Snider who is Vice President of Sales and Marketing.

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