



## **FAT BASTARD WINE COMPANY CONTINUES UNWAVERING SUPPORT OF BREAST CANCER RESEARCH AND EDUCATION**

*Goal to Raise \$50,000 in Third Consecutive Year of the Breast Cancer Donation Program*

Continuing its steadfast commitment to raising money for breast cancer research and education for the past three years, Click Wine Group today announced the company will donate a portion of the proceeds from each bottle of *Fat bastard* wines sold during September and October 2005 to aid in finding a cure for breast cancer.

October is National Breast Cancer awareness month and for the third consecutive year consumers can purchase *Fat bastard* wines knowing that a portion of the proceeds will go to help fight such a devastating disease. Click Wine Group has already raised \$100,000 for the cause and will add to that impressive figure later this year by donating 25 cents for every bottle of *Fat bastard* sold both in restaurants and at retail locations, up to \$50,000, during the months of September and October 2005.

For the donation period, *Fat bastard* wines will be easy to spot on the shelf wearing the special "Increasing Awareness" necker with the attached pink ribbon pin for consumers to wear and display their support for this significant cause. *Fat bastard* enjoys great sales success and, to that end, has been named one of the Hot Brands of 2004 by Impact Magazine.

"All women are at risk for developing breast cancer, even those with no family history of the disease. This cancer is the second leading cause of death in women. However, when it's detected early, the survival rate increases dramatically," said Linda Gainer, Vice President of External Affairs and Communication at Fred Hutchinson Cancer Research Center. "It's through the generosity of companies like Click Wine Group that make it possible for organizations such as ours to continue the research into better ways to diagnose, treat and prevent this life-threatening disease."

-more-

Peter Click, Co-owner of Fat *bastard* and Founder and CEO of Click Wine Group, chose to earmark proceeds for breast cancer because it's such a common and widespread disease—one that touches the lives of so many people.

“Breast cancer does not discriminate, it reaches women both young and old and I hope in my lifetime we find a cure for this awful disease,” said Click. “Together with the many consumers of Fat *bastard* wine, we're honored to support this important cause for three years running, and we look forward to continuing to raise awareness and funds to support research, prevention, and education at both a local and national level.”

### **Fat *bastard* Wines Make Heavy Impact**

Chardonnay, Shiraz, Merlot, Sauvignon Blanc and a Grand Reserve (Shiraz and Mourvedre blend) make up the Fat *bastard* wine collection that continues to grow in popularity with consumers, making it one of the top selling French wines in the United States. Since its launch in the United States in 1998, Fat *bastard* sales reflect steady annual growth—a compliment to this extraordinarily high-quality wine with a fun and memorable name and consumer friendly packaging.

For more information on the Fat *bastard* National Breast Cancer Awareness program, Fat *bastard* wines or Click Wine Group, please visit [www.fatbastard.com](http://www.fatbastard.com) or [www.clickwinegroup.com](http://www.clickwinegroup.com) or call toll-free 1.800.859.0689. For additional information on the Fred Hutchinson Cancer Research Center, please visit [www.fhcrc.org](http://www.fhcrc.org)

###

*Editor's Note: Images of Fat *bastard*'s National Breast Cancer Awareness POS are available for download at <http://www.clickwinegroup.com/cwg/pos/fatbastard/seasonal/FbBC05.jpg>*

### **Media Contacts:**

#### **Charles Communications Associates, LLC**

Tracy Clifton, [tclifton@charlescomm.com](mailto:tclifton@charlescomm.com), 415.904.1070  
Kimberly Charles, [kcharles@charlescomm.com](mailto:kcharles@charlescomm.com), 415.701.9463

#### **Click Wine Group**

Rebecca Rader, [rrader@clickwinegroup.com](mailto:rrader@clickwinegroup.com), 206.973.1743