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Contact: Kimberly Charles, Charles Communications Associates
P: (415) 701-9463 E: kcharles@charlescomm.com

**Third Release Is A Winning Combination Of Hard Work And Great Winemaking,
As Parallel Napa Valley Introduces Its 2005 Cabernet Sauvignon by Philippe Melka**

ST. HELENA, CA AND PARK CITY, UT...NOVEMBER 2007...On the heels of two previous sell-out releases, the third vintage from Parallel Napa Valley is truly charmed, as the up and coming Napa mountainside winery is proud to introduce its latest winner – its 2005 Cab, again just in time for ski season! Created by Parallel winemaker Philippe Melka, the third release continues to define the style of Parallel's wine, which has received great acclaim under the radar for the past two years. The 2004 Cab was recently named by *Quarterly Review of Wines*, as one of their "best of the best" selections, giving it a 5-star (highest) rating, and James Laube of *Wine Spectator* named the 2006 Parallel Napa Valley Cabernet Sauvignon (to be released in 2008) as one of his favorite wines from the June Napa Valley Vintners Association Barrel tasting.

Philippe Melka describes the 2005 vintage as follows: *The Parallel Napa Valley wines have sophistication, with great harmony between acidity, tannins and alcohol. In the 2005 vintage, our focus was to bring more elegance, sweeter characters and maintain the consistency of the wonderful Parallel 2004. The 2005 Parallel Napa Valley reveals a deep ruby color; the bouquet is complex, gorgeous, full of intense aromatics of acacia flowers, black currants, truffle, liquor of cassis and red cherry. Lush, supple and round in the attack, the wine carries on with harmony and depth finishing with ripe, soft tannins and aromas of creme de cassis, fresh red fruit and crushed stones and more.*

The 2005 continues to celebrate Parallel Napa Valley's love of fine wine and skiing. With its distinctive, ski track design on its award-winning label (designed by CF Napa), wine-loving skiers and ski-loving wine-drinkers will have double the enjoyment as Parallel has produced 2500 cases of the new limited vintage. Preview tastings have been featured at a number of fall fundraisers for the US Ski and Snowboard Association (www.ussa.org), which Parallel enthusiastically supports.

Parallel's 2005 Cabernet Sauvignon is priced at \$55 per 750 ml bottle, and is a blend of 91% Cabernet Sauvignon, 8% Merlot, and 1% Petit Verdot. Parallel Napa Valley is available predominantly in the partner's home states of California and Utah and the Western mountain states - Idaho (Sun Valley) and Wyoming (Jackson Hole), where it's sold in ski area wine shops, restaurants and resorts. It's also found in fine wine shops and restaurants in New York, New Jersey, Virginia, North Carolina, Florida, Nevada (Las Vegas and Tahoe), Georgia, Maryland, Montana, Washington DC, Arizona and Ohio. Parallel Napa Valley is also sold online and shipped to states where legal, at www.parallelwines.com. To sign up for the mailing lists, to learn more about Parallel and where to find it, visit www.parallelwines.com.

Parallel Napa Valley was conceived by close friends from Park City, who have been ski buddies for the past thirty years. The partners of Parallel - Val and Steve Chin, Toni and Mike Doilney, Mac and Ann MacQuoid, and Paula and Joe Sargetakis - introduced Parallel in 2005. Their first releases - a 2003 and a 2004 vintage of 1000 cases each quickly sold out.

Editors contact Kimberly Charles at (415)701.9463 or kcharles@charlescomm.com or Susan Holden Walsh at (303) 449.2526 or s Holdenwalsh@charlescomm.com, of Charles Communications Associates. *Photos are available upon request.*

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