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For immediate release:

Parallel Napa Valley and Phillip Melka New Stars of Auction Napa Valley Barrel Event
Winery places third of 128 wineries with a net of \$33,900 for its barrel lot

St. Helena, Calif. June 2008—Parallel Napa Valley and winemaker Philippe Melka shone brightly at Auction Napa Valley 2008. The Auction weekend raised \$10.35 million for local charities and attracted philanthropists and wine lovers from all over the world including some very recognizable personalities. Jay Leno emceed the live auction dinner Saturday night and Oprah was spotted throughout the weekend at events. Of course everyone at the auction was a VIP in their own right, generously putting their time and money towards worthy charities.

At the barrel auction, Parallel Napa Valley's 2007 Estate Cabernet Sauvignon lot received the third highest bid, garnering \$33,900. The second highest bid, for just \$1,000 more at \$34,900, went to Gemstone Vineyards. Shafer Hillside Select barrel lot received the highest bid this year. This is the second consecutive year Parallel, with only five vintages under its belt, has performed well at the Napa Valley Vintners auction events. Last year the 2006 Estate Cabernet barrel received a winning bid of \$19,000. At this winter's Premiere Napa Valley event the 2006 Estate Cabernet garnered an impressive \$20,000.

Philippe Melka is consulting winemaker for both Gemstone and Parallel wines and it was a great honor for his wines to generate the 2nd and 3rd highest bids at the Barrel Auction. In 2005, Melka was named Winemaker of the Year by Food and Wine magazine. This year the auction bidders overwhelmingly endorsed his talent by generating high bids for his wines.

Parallel Napa Valley was founded in 1999 by four couples from Park City, Utah. The couples, avid skiers with a life-long appreciation of wine, wanted to create a wine that reflected these passions (note the ski track design on the label)...but offered as much value as it did quality. At \$55 per 750 ml bottle, Parallel Napa Valley Cabernet Sauvignon does just that—quite the feat for a Napa cabernet produced by a star-winemaker. The Cabernet blend is consistently excellent with deep ruby color, intense aromatics of acacia flower, black current, cassis and cherry. The 2006 blend will be released in November and is the fourth vintage release for Parallel. It is perfect for drinking immediately, but also will age well and be enjoyable for years to come. Today the partnership thrives

with addition of a fifth couple. For more information on the winery, its wine and its partners, and to purchase wine, please visit www.parallelwines.com.

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