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Contact: Amy Levin, 847.971.8621
For Immediate Release

“Turn Me” Wines in Gift Bags Surrounding the 2007 Emmys®*

(Chicago, IL, August 24, 2007) – For most award shows, it’s often “what’s in the bag” that is newsworthy. This time around, the nominees at the Emmys® will be getting a true taste of what’s in the bottle.

Veteran importer and distributor Manfred Bauer of Wein-Bauer, Inc., announces today that his popular Turn Me wines, specifically Turn Me Red and Turn Me Riesling, will be a featured gift item in bags bestowed on the elite surrounding the Emmy Awards show September 16 in Los Angeles.

“We are very excited about being a gift bag item for the celebrities and who’s who out in Hollywood. It is product placement at its finest,” says Bauer. Of course everyone is a VIP when it comes to wine drinkers, but when the opportunity came up, it didn’t take us long to consider that our Turn Me wines could be tasted by the likes of ‘Grey’s Anatomy’ actors or the executives at ‘Good Morning America’,” he added.

Turn Me Red wine introduced two years ago retails for \$14.99, and is seeing tremendous sell-through at retail. The newer Turn Me Riesling, introduced this year, hails from the Nahe region of Germany and retails for approximately \$9.99 a bottle.

According to the IMPACT DATABANK, in 2006, Rieslings are up 29% as compared with 2005, and more than 4 millions cases sold last year alone in the U.S.

Turn Me Red is awarded 88 points by the Beverage Testing Institute in Chicago and also owns a Silver Medal in the “Chicago Value Wine Challenge of Top 50 wines \$15 and Under.” Both Turn Me Red and Turn Me Riesling are imported exclusively by Wein-Bauer (see www.turnmeredwine.com).

As the premier importer of distinctive Austrian wines in the U.S., the 27-year old company is consistently bringing special wines, beers and spirits that are among the best in the world. Today, Wein-Bauer employs 35 people, and sells more than double the products they did just 10 years ago. For more information, visit www.weinbauer.com or call 1.847.678.0685.

*Wein-Bauer has partnered with Los Angeles-based entertainment marketing company Distinctive Assets. The company’s 5th Annual “Everybody Wins at the Emmys®” Nominee Gift Bags” promotion is not affiliated with the Academy of Television Arts & Sciences or the official Emmy® Awards.

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