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SONOMA WINE COUNTRY WEEKEND ANNOUNCES HONORARY CHAIR AND CHARITY PARTNERS

Bundschu Family of Gundlach Bundschu, Celebrating Winery's 150th Anniversary, Named as Event Chair

February 11, 2008 – Santa Rosa, CA: The Sonoma Valley Vintners & Growers and Sonoma County Vintners, co-producers of Sonoma Wine Country Weekend, announced today that the Bundschu family of Gundlach Bundschu Winery, will be the event's honorary chair. Additionally, the organizations announced the charity partners for the Labor Day weekend event, along with the theme for the Sonoma Valley Harvest Wine Auction portion of the weekend.

"Gundlach Bundschu Winery is celebrating their 150th anniversary this year, and with their heritage, six generations of family winegrowing combined with a forward-looking approach, and their commitment to Sonoma County and Sonoma Valley, the Bundschu family is the perfect choice to chair and represent Sonoma Wine Country Weekend," commented Grant Raeside, Executive Director of Sonoma Valley Vintners & Growers.

As honorary chairs, the Bundschus will serve as winery spokespeople for the event, as well as host a special Gundlach Bundschu Winery 150th Anniversary Dinner on Saturday, August 30. "We are pleased and honored to represent Sonoma County and Sonoma Wine Country Weekend," stated Jeff Bundschu, President of the winery. "It's an event that really represents what we, and Sonoma County are all about –enjoying the inspiration of this beautiful and diverse place and sharing it with our friends and neighbors."

Sunday's event, the Sonoma Valley Harvest Wine Auction, is renowned for its memorable themes and winemaker skits, and this year is no exception. The auction will take a trip back in time to the blissful sounds and vibes of the '60s, with a tagline of "You're not hallucinating, you're in Sonoma Valley!" Lava lamps and love beads will mix with top-notch wines and auction lots in what is sure to be a memorable evening to raise money for 13 local charities.

The charity partners selected by the Sonoma Valley Vintners and Growers Foundation Board for the 2008 Sonoma Valley Harvest Wine Auction are: Sonoma Valley Hospital Foundation; Boys & Girls Club Valley of the Moon; Sonoma Valley Mentoring Alliance; Vineyard Workers Services; Sonoma Valley Education Foundation; WillMar Center for Bereaved Children; Sonoma Jazz+; Sonoma Community Center; Friends in Sonoma Helping; Hanna Boys Center; Operation Youth of Sonoma Valley; Sonoma Overnight Support; and Sonoma Valley Community Health Center. Since its inception, the Sonoma Valley Vintners and Growers Foundation has donated more than \$7 million to local charities.

About Sonoma Wine Country Weekend

Sonoma Wine Country Weekend, held Labor Day Weekend, August 29-31, 2008, combines the best of the Sonoma County Showcase of Wine & Food and the Sonoma Valley Harvest Wine Auction. Taste of Sonoma County at MacMurray Ranch on Saturday, August 30 and Sonoma Valley Harvest Wine Auction at Cline Cellars on Sunday, August 31 are the highlights of Sonoma Wine Country Weekend, supplemented by always-popular winery lunches and dinners on Friday, August 29 and dinners on Saturday, August 30. Sonoma Wine Country Weekend is produced by the Sonoma County Vintners and the Sonoma Valley Vintners & Growers, and proceeds benefit local charities. The 2008 Sonoma Wine Country Weekend is presented by Visa Signature, whose cardholders will receive exclusive benefits throughout the event. For more information about Sonoma Wine Country Weekend, visit www.sonomawinecountryweekend.com or call 800.939.7666.