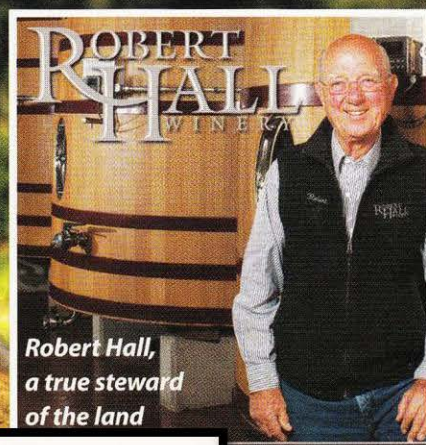


WINE COUNTRY



Robert Hall, a true steward of the land

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YOUR GUIDE

TastingRoom.com™ Announces Its New Series of Exclusive Celebrity Wine Samplers Curated by Critically Acclaimed Chef Michael Chiarello

TastingRoom.com extends their celebrity sampler collection by introducing Michael Chiarello Styles of Chardonnay and Holiday Pinot Noirs

TastingRoom.com, the first e-commerce website that offers consumers a unique way to discover and taste wines from around the world, has partnered with renowned chef Michael Chiarello to curate exclusive "Signature Series" wine samplers. The samplers, Michael Chiarello ... Styles of Chardonnay and Michael Chiarello ... Holiday Pinot Noirs, are comprised of six mini (50ml) bottles of wine complete with tasting notes, food/wine pairings and more.

"TastingRoom.com is dedicated to making the wine industry more approachable to consumers, similar to the way Michael Chiarello introduces everyday cooks to new ingredients and global cuisine," says Tim Bucher, TastingRoom.com CEO. "We are thrilled to partner with such a prestigious chef known for his extraordinary palate and culinary skill and offer our customers the opportunity to sample some of the chef's favorite wines from around the world."

TastingRoom.com's wine samplers introduce consumers to new wines via collections of six mini bottles which are delivered direct to consumers. The company partners with premier wineries from around the world and features guest curators, including sommeliers and chefs like Chiarello. Consumers sample the wines and then have the option to buy full-size bottles. "At TastingRoom.com we are revolutionizing how consumers discover wine - we are essentially the iTunes of the wine industry," says Bucher.

Michael Chiarello, an award-winning chef/owner of the critically acclaimed Bottega restaurant in Napa Valley, is himself a vintner of acclaimed Napa Valley wines. Each of his exclusive wine samplers reflects his distinctive perspective on food and wine developed from three decades of cooking for and with Napa Valley's best winemakers. "I've chosen my flights because these wines are exciting, and the TastingRoom.com experience is the ideal way to explore the world of wines before



selecting the ones that are right for you. As a vintner myself, I see TastingRoom.com as the most important innovation to bless the wine industry in years."

Michael Chiarello's new "Signature Series" wine samplers can be found for \$32.99 on the TastingRoom.com website. For more information, visit www.TastingRoom.com.

TastingRoom.com™ is the first-ever website destination for wine tasting. Their unique "try before you buy" service allows consumers to experience at home what previously could only occur at wineries and wine bars: taste wine in small samples without purchasing a full-size bottle. TastingRoom.com partners with top wineries to create wine sampler collections comprised of six wines in mini bottles. Each mini bottle contains 1.7 ounces of wine - the equivalent of a generous tasting room pour. The minis are labeled to match the originals and are beautifully packaged with wine descriptions and tasting notes. The web service also helps customers rate and track their wines and offers additional information on wineries, wine tasting tips and tools.

The first sampler, Michael Chiarello ...

Styles of Chardonnay, includes:

- 2010 Chamisal "Stainless" Central Coast Chardonnay
- 2010 Spring Seed Wine Co. "Four O'Clock" McLaren Vale Chardonnay
- 2008 Urraca Mendoza Chardonnay
- 2008 Amista Morningsong Vineyards Dry Creek Valley Chardonnay
- 2009 Glen Carlou South Africa Chardonnay
- 2009 Hess Collection Napa Valley Chardonnay

Additionally, Chiarello curated a holiday and winter-inspired collection, Michael Chiarello: Holiday Pinot Noirs that includes:

- 2008 Domaine Carneros "Avant-Garde" Carneros Pinot Noir
- 2007 Fess Parker "Ashleys" Santa Rita Hills Pinot Noir
- 2008 Papapietro Perry "Peters Vineyard" Russian River Valley Pinot Noir
- 2009 Patz & Hall Sonoma Coast Pinot Noir
- 2009 Laetitia Reserve du Domaine Arroyo Grande Valley Pinot Noir
- 2008 Lucas & Lewellen Goodchild High 9 Santa Barbara County Pinot Noir

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