

CHATEAU MONTELENA TO AUCTION 25-YEAR VERTICAL OF MONTELENA ESTATE CABERNET SAUVIGNON

Renowned winery to donate complete span of Montelena Estate Cabernet Sauvignons to
commemorate 25th anniversary of charitable Auction Napa Valley

Calistoga, Calif. – January 21, 2005 – Premier Calistoga-based winery Chateau Montelena will donate 25 three-liter and 25, 750-milliliter bottles to Auction Napa Valley (formerly called the Napa Valley Wine Auction), the world’s most successful charity wine event. This lot includes one bottle, in each size, of Montelena Estate Cabernet from 1978 through 2002, representing every vintage bottled from The Montelena Estate Vineyard. The collection commemorates both the 25th anniversary of Auction Napa Valley as well as the 25th vintage of Montelena Estate Cabernet Sauvignon, the 2002 vintage. This unique lot is the only known vertical of its kind outside the winery.

“Auction Napa Valley has been helping the community for 25 years and, as a part of that community, we wanted to honor this legendary event by sharing something from our own wine heritage,” said Montelena Vintner Jim Barrett. “We see this auction lot as a unique piece of Napa Valley history.”

The auction lot, which is one of only 57 available for live bidding at the world-renowned Napa auction, includes Chateau Montelena’s 1978 Centennial Vintage that was released in 1982 to celebrate the 100th anniversary of the winery. Additionally, the 2002 vintage, bottled this year, will feature the first new Chateau Montelena Estate wine label produced since 1974. It is expected that Chateau Montelena’s wine-only entry will command a winning bid in excess of \$100,000.

Professional photographer M.J. Wickham, who has been capturing wine and vineyard images in the wine country for over 22 years, is producing two collector prints of the Montelena Estate Cabernet collection, one to be included in the auction lot, the other to be displayed at the winery.

This year, the Auction Napa Valley will showcase its live bidding auction on June 4th in Napa. For more information please visit www.napavintners.com/auctions/.

About Auction Napa Valley

Established in 1980, and with total auction grants of over \$52 million, Auction Napa Valley (formally called the Napa Valley Wine Auction) is considered the world’s most successful charity wine auction. This year, Auction Napa Valley celebrates its 25th anniversary. Coordinated by community volunteers, as well as the Napa Valley Vintners (NVV) association, the 2005 Auction Napa Valley will commence on June 3rd with a wine festival, followed by live

auction events on June 4th.

About Chateau Montelena

Established in 1882, Calistoga-based Chateau Montelena is credited for helping California wine earn worldwide recognition. In 1976, Chateau Montelena was one of two Napa wineries to come out on top in a blind tasting held for a who's-who of the French wine and food establishment gathered at the Inter-Continental Hotel in Paris. Chateau Montelena produces Chardonnay, Cabernet Sauvignon, Zinfandel and Riesling varietals. The winery has been owned and operated by the Barrett Family since 1972.