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ARNOLD PALMER TEAMS UP WITH LUNA VINEYARDS TO PRODUCE ARNOLD PALMER WINES

January 5, 2005 - Napa Valley, CA - - Golf Legend Arnold Palmer and Mike Moone, Founder of Luna Vineyards, introduce a new family of handcrafted wines for national distribution. For nearly 50 years, Arnold Palmer has commanded the spotlight with his pioneering vision for the game of golf and his involvement in the development of the most prestigious golf courses in the world. Beginning February 1, 2005, Palmer is collaborating with Luna Vineyards in expanding his portfolio of privately branded offerings to make Arnold Palmer Wines available to a national audience.

Arnold Palmer is a true legend on and off the course, transcending the game by defining the world of golf. Palmer is world-renowned for his outstanding sportsmanship and shrewd business acumen. Palmer and Moone share a long-standing friendship and in 2003, they chose to collaborate and develop a private label red wine (Sangiovese) and Pinot Grigio for Palmer's own enjoyment and to serve at his restaurant, Arnold Palmer's in La Quinta, California. The first Nationally available Arnold Palmer wines, a California Cabernet Sauvignon and a Chardonnay, will release in February 2005. Both are premium wines, composed of grapes sourced from select vineyards in California's most acclaimed winegrowing regions. The Arnold Palmer Cabernet Sauvignon and Chardonnay combine superior quality super premium wines with a legendary name and global icon. Suggested retail for both wines will be \$15.

Arnold Palmer wines will be distributed at restaurants, resorts and wine shops around the country. It will be found at Arnold Palmer's Restaurant, The Lodge at Pebble Beach and select Smith and Wolensky Restaurants to name a few. As Luna begins this innovative collaboration with the iconic golf figure, the winery believes that these wines brought to you by Arnold Palmer will quickly be sought after by wine lovers around the country.

"Since I hooked up with Luna, I've had a reason to be more involved with wine...it's fun to think that you are a part of something you enjoy so much. Mike is a good friend and he's going to produce a good product, because that's what he does," Palmer stated. "I can remember many times in my life when wine has made a day or the night more enjoyable."

The 2003 ARNOLD PALMER CHARDONNAY is a 100% Chardonnay from the Carneros, Santa Barbara and Monterey coastal vineyards. These rolling hillside vineyards

hug the California coastline and have well drained sandy soils. Combining extremely cool foggy nights with warm sunny days produces lush ripe well-balanced fruit. Aged in French and American oak barrels for 15 months, the result is a lush, creamy wine with aromas of toasted coconut and underlying flavors of citrus and ripe pear.

2002 ARNOLD PALMER CABERNET SAUVIGNON is a blend of 95% Cabernet Sauvignon and 5% Merlot from fruit selected from premier vineyards in the Napa and Sonoma Valleys with a high concentration of alluvial soils, which produce wines with intense varietal character. This wine was aged in oak barrels for fifteen months. The result reveals hints of smoky black cherry, toasted warm coffee, cassis and spice; in the mouth, flavors of ripe berries, milk chocolate and clove lead to a long, silky finish. A touch of cedar folds seamlessly into a rich opulent black fruit core. Layers of oak build texture and offer a firm mid palate.

For more information on the Arnold Palmer Chardonnay and Cabernet Sauvignon, please visit www.arnoldpalmerwines.com, or call 707-255-LUNA (5862).

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