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FOR IMMEDIATE RELEASE

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WORLD'S LARGEST RHÔNE GATHERING CELEBRATES 18 YEARS

2010 SCHEDULE BOASTS NEW EVENT ELEMENTS WHILE TICKETS SALES OPEN NOVEMBER 2009

San Luis Obispo, Calif., USA—Hospice du Rhône® (HdR), the world's largest celebration of Rhône variety wines will celebrate 18 years of all things Rhône April 29 – May 1, 2010 in Paso Robles, California USA. The international gathering draws Rhône producers and enthusiasts from all corners of the globe to pay homage to the diversity of the distinct twenty-two Rhône varieties. The 2010 event will boast new interactive elements to the Friday Rhône Rendezvous and the addition of the Sommelier Soirée. Tickets for the annual event will go on sale November 10, 2009.

The 2010 Hospice du Rhône event will take place at the Paso Robles Event Center in Paso Robles, California USA. Festivities kick off Thursday, April 29, 2010 with the highly-spirited Rhone 'n Bowl. Activities for Friday, April 30th include two Rhône focused seminars, a Rosé inspired lunch, the enhanced Rhône Rendezvous and the newly added evening affair The Sommelier Soirée. Saturday, May 1st will hold the additional two Rhône focused seminars, the annual HdR Lunch and Live Auction, the Grand Tasting and the Farewell BBQ. Rhône inspired cuisine for the lunches and evening affairs will be prepared by Chef John Toulze of the girl & the fig hailing from Sonoma, California USA.

Infused with a big dose of interaction, the Friday Rhône Rendezvous may test the noses of attendees with a sensory exploration, tantalize taste buds with a food pairing or even have enthusiasts posing for a photo with a winemaker. These one-of-a-kind interactive experiences, created by the attending producers, allow both sides of the table to engage thus creating a unique bond between producer and taster. One that can only be cultivated in true HdR fashion.

HdR camaraderie will continue into Friday evening with the addition of the Sommelier Soirée. During this affair, Rhône wines will flow from magnums hand-selected and presented by the 2010 HdR Sommeliers. Guests will delight in the Rhône inspired cuisine prepared by Chef John Toulze of the girl & the fig from Sonoma, California USA. This is sure to be an evening full of unexpected wines, people and surprises.

Two of four seminars for the 2010 HdR Seminar Series have been announced. Stéphane Ogier of Domaine Michel and Stéphane Ogier of Ampuis, France will headline one seminar and six top Rhône producers from South Africa will lead the other. The South African producers are: Boekenhoutskloof, De Trafford, Mullineux Family Wines, Sadie Family, Stellenzicht and Tulbagh Mountain Vineyards. The remaining two seminars will be released prior to opening day of ticket sales in November 2009.

The 2010 Hospice du Rhône Event Schedule with descriptions is located on the HdR website, www.hospicedurhone.org. Tickets for the 18th annual gathering will be available for purchase on the Hospice du Rhône website (www.hospicedurhone.org) beginning at Noon on Tuesday, November 10, 2009. Event ticket prices range from \$100 to \$795 depending on event selection. All events at Hospice du Rhône are limited and are filled on a first-come, first-served basis.

ABOUT HOSPICE DU RHÔNE®

Noted as the World's largest International celebration of Rhône variety wines, Hospice du Rhône® (HdR) serves as an International Vintners Association providing promotional and educational opportunities through an annual event. Proceeds from the annual event are used to carry out programs that benefit Rhône producers worldwide. Operating as a non-profit business league, Hospice du Rhône strives to improve the business conditions of grape growers and wine producers of Rhône variety wines and grapes throughout the world. Hospice du Rhône is not affiliated with any other charitable organization. Non-profit 501 (c) (6) Business League

Editor's Note—for more information or photos please contact Faith Wells at faith@hospicedurhone.org or 805.784.9543. ###