

**For Immediate Release**

December 6, 2006

Contact: Susan Olson  
Email: solson@balzac.com  
Phone: 707.255.7667  
Website: www.seductionwines.com

**O'BRIEN CELLARS LAUNCHES "WINE FOR EQUALITY" DONATION PROGRAM**  
*Napa Winery Creates Opportunity for Wine Lovers to Support Marriage Equality*

**Napa Calif. -- O'Brien Cellars** announced the launch of a progressive new online program entitled *Wine for Equality* designed to help raise funds in support of marriage equality in California. The program automatically donates 20% of all sales generated from O'Brien Cellars' online **Equality Wine Store** to **Equality California (EQCA)**, the largest lesbian, gay, bisexual and transgender organization in the state fighting to end the ban on same-sex marriage.

"We have created an opportunity for wine lovers to support marriage equality by purchasing a wine that supports the cause directly," said Bart O'Brien, owner of O'Brien Cellars. "We hope to raise over \$100,000 for EQCA in 2007."

Earlier this year, O'Brien Cellars became an EQCA statewide sponsor and now donates all wine for the EQCA Equality Awards dinner events. The winery was also the wine sponsor for the San Francisco Pride Celebration 2006.

"The idea of our winery started as a romantic dream 20 years ago when my wife and I were on our third date in Napa," said O'Brien. "Now we want to share our romantic dream and help other couples reach their dream of marriage, regardless of gender."

The link to the *Wine for Equality* program can be found on the EQCA website at [www.eqca.org](http://www.eqca.org) and on the O'Brien Cellars web site [www.seductionwine.com](http://www.seductionwine.com).

O'Brien Cellars is a brand of O'Brien Family Vineyard, a family-owned winery located in the Oak Knoll District of southern Napa Valley. Owned by Bart & Barb O'Brien, the property has a 33 acre vineyard and an 8,400 case winery facility and produces three wines, including an Estate Chardonnay, an Estate Merlot, and its signature wine, Seduction (a Bordeaux blend). O'Brien Cellars' winemaker is David Yorgensen, who worked with renowned winemaking consultant Philippe Melka at Seavey Vineyard. As winery owners, the O'Briens focus on the romantic qualities of wine, offering private *Romance Tours* of O'Brien Family Vineyard and a *Wine Club for Lovers*, which provides members access to wines not available at retail. For more information about O'Brien Cellars and O'Brien Family Vineyard, visit [www.seductionwine.com](http://www.seductionwine.com) and [www.obrienfamilyvineyard.com](http://www.obrienfamilyvineyard.com).

###