

For Immediate Release

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O'BRIEN CELLARS SPONSORS ACADEMY OF FRIENDS FUNDRAISER
Napa Winery Shows Support for Progressive Causes

Napa Calif. -- O'Brien Cellars will be a featured wine at the Academy of Friends Academy Awards Nomination Party, Tuesday, January 23 at San Francisco's Bubble Lounge. Academy of Friends is an organization dedicated to raising funds granted to a diverse set of HIV/AIDS direct care and prevention education agencies in the San Francisco Bay Area.

"As a California business owner, I believe it is important to maintain a socially conscious outlook and make an effort to show support for the major causes and issues of our time," said Bart O'Brien, owner of O'Brien Family Vineyard, producer of O'Brien Cellars. "We are grateful for the opportunity to support the Academy of Friends in its efforts to promote HIV/AIDS prevention and awareness."

In 2006, O'Brien Cellars also became a statewide sponsor for Equality California (EQCA), the largest lesbian, gay, bisexual and transgender organization in the state fighting to end the ban on same-sex marriage. The winery now donates all wine for the EQCA Equality Awards dinner events. It also recently launched 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 EQCA. O'Brien Cellars 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."

For more information about O'Brien Family Vineyard, visit www.obrienfamilyvineyard.com. For Academy of Friends, visit www.academyoffriends.com. The link to the Wine for Equality program can be found on the EQCA website at www.eqca.org and on the O'Brien Cellars web site 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'Brien's 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 and www.obrienfamilyvineyard.com.

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