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MERITAGE ASSOCIATION ANNOUNCES LEADERSHIP CHANGES *20 year-old organization looks to redefine its mission*

Healdsburg, CA, Tuesday, July 29, 2008—

The Meritage Association, a wine industry organization dedicated to promoting wines blended in the tradition of Bordeaux, announced today the election of a new slate of officers. Assuming the role of Chairman through April 2009 is Kim Stare Wallace, Vice President of Dry Creek Vineyard. Also elected was Lee Nordland, Estate Manager at Icon Estates, as Treasurer. Stephanie Trotter-Zacharia, General Manager of Casa Nuestra Winery, was named Secretary.



Now entering its 20th year, The Meritage Association is reshaping its marketing and public relations initiatives through the development of a marketing task force committee. “This committee was put in place to review the association’s marketing and PR efforts in the hopes of developing fresh, creative ideas that will drive our organization forward,” says newly elected Chairman, Kim Stare Wallace. “Our hope is to grow the Meritage concept through consumer tastings and increased awareness in both the trade and press. We want Meritage to be a household name.”

The Meritage Association was formed in 1988 to promote wines blended in the tradition of Bordeaux. David Stare, Wallace’s father and the founder of Dry Creek Vineyard, was instrumental in organizing the association and his winery was one of the first to release a Meritage wine (from the 1985 vintage). With the Meritage concept gaining international acceptance, the organization has grown to more than 200 members in the United States, Canada, Australia, Israel, Argentina, France and Mexico.

For more information on The Meritage Association, please visit www.meritagewine.org.

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