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**585 WINE PARTNERS AND GRUPPO ITALIANO VINI (GIV)  
ANNOUNCE JOINT VENTURE TO INTRODUCE BIVIO ITALIA  
Brand Brings Modern Vibrancy of Italy to the U.S.**

Date, Sonoma, Calif. – 585 Wine Partners of Sonoma, California, owners of Red Truck Wines and Picket Fence Winery, has announced it is partnering with Gruppo Italiano Vini (GIV), Italy's leading premium wine producer and owner of more than 3,000 acres of prime vineyards in some of Italy's foremost wine regions, to introduce Bivio Italia, a new line of Italian wines that combines the captivating tradition of Italian winemaking with the country's cutting edge look, feel and attitude in style and design. Bivio Italia, which translates to "fork in the road" – signifying adventure and the joy of living life to the fullest -- includes a 2006 Chianti, 2006 Tuscan Red and 2006 Pinot Grigio, all retailing for \$15. The brand launches this September with national distribution expected by January 2008.

"We see an opportunity to bring Italy to the U.S. wine consumer in a way that's entirely fresh and new," commented Dan Leese, President of 585 Wine Partners. "Bivio Italia celebrates the joy of exploring life's many forks in the road with spirit, spontaneity and style."

"Bivio Italia makes a different statement about Italy," commented Emilio Pedron, CEO of GIV. "We want people to experience Italy as we do – as a feast for the senses and an ongoing discovery of how innovation and tradition combine to create something modern, fascinating and very distinctive."

Bivio Italia wines are made by Christian Scrinzi, a Trentino native and one of Italy's young, up and coming winemakers who has been with Gruppo Italiano Vini for more than 5 years. The Pinot Grigio delle Venezie was grown in Friuli, the most acclaimed region for white wines with hilly terrain and well-drained soils, and in the cool, airy region of Trentino. The Chianti DOCG is sourced entirely from the renowned Chianti region, grown in vineyards located on well-exposed terrain at altitudes of 1,000 feet or more. The Tuscan Red, a blend of Sangiovese, Cabernet Sauvignon and Merlot, is made with grapes grown in well-drained, hilly vineyards in southern Tuscany. Scrinzi, who has studied in numerous New World wine regions including California and New Zealand, creates richly textured, elegantly balanced wines with an emphasis on eliciting

full, fresh fruit flavors. His wines seamlessly integrate old and new world styles, the hallmark of Bivio Italia.

“Bivio Italia gives us an opportunity to participate in one of the most exciting, fastest-growing categories in the industry, and it adds another dimension to our portfolio,” said Doug Walker, Chief Operating Officer of 585 Wine Partners. “With its history and experience in Italian wine as well as its vineyard resources, GIV is an ideal partner. The owners have a real stake in the success of Bivio Italia, and most importantly, in the quality of the wines.”

Bivio Italia wines feature bright, colorful labels in a palette evocative of their country of origin: the Pinot Grigio takes its sky-blue background from Italy’s national soccer team jerseys, while the Chianti and Tuscan Red are reminiscent of the saturated jewel and earth tones one sees in the markets and villages. And with a reference to both classic and contemporary Italy, the label depicts both a stylized image of an Italian scooter and an iconic shield reminiscent of Italian race cars.

“If you’re serious about the wine business, you have to be in Italy,” commented Leese. “With Bivio Italia, we’re giving consumers a fresh, modern Italian wine that speaks to their love of exploration and reflects their contemporary, international lifestyle.

Sonoma, California-based 585 Wine Partners produces a number of high quality, premium wines under the Red Truck Wines and Picket Fence labels. Red Truck Wines, made by winemaker Charlie Tsegeletos in Sonoma, California, sources fine winegrapes from the best coastal growing regions of California for its portfolio of single-varietal and blended wines. The Russian River-based Picket Fence utilizes grapes from Russian River growers who have long term farming agreements with the winery. Picket Fence Pinot Noir and Chardonnay are made by Sonoma winemaking legend Don Van Staaveren.

Gruppo Italiano Vini is the most prominent wine company in Italy with its 3,125 acres of owned vineyards. Gruppo Italiano Vini owns 14 estates located in the most prestigious areas of Italy for vine-growing and wine-producing including Piedmont, Veneto, Tuscany, Umbria, Latium and Sicily. Its estates are centuries old and have contributed to making Italian wine famous all over the world.

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