

Trinity Oaks Celebrates Earth Day and Over 7 Million Trees Planted

FOR IMMEDIATE RELEASE



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One Bottle, One Tree® Funds a Tree Planting for Every Bottle of Trinity Oaks Wine Sold

St. Helena CA March 20, 2013 — In under five years, **Trinity Oaks** wine brand has turned its tree-planting program **One Bottle, One Tree®** into thousands of new forest acres. The **One Bottle, One Tree®** program started in July of 2008 and funds a tree planting for every bottle of Trinity Oaks wine sold. This Earth Day, Trinity Oaks' will celebrate helping to plant over 7 million trees, enough to cover New York City's Central Park 22 times.

In partnership with the non-profit organization **Trees for the Future**, the goal of the **One Bottle, One Tree®** project is to help restore tree cover to tropical landscapes throughout Africa, Asia and Latin America. "We were delighted that **Trees for the Future** chose to partner with us to help protect the environment – a critical and important commitment that both organizations share," said Tim Peters, marketing director for Trinity Oaks. "With this program, we have the power to plant millions of trees in areas of the world most in need of reforestation. Trees provide food, energy and income, and help reverse the impacts of land degradation —enabling communities to achieve long-term economic and environmental sustainability. Trees also sequester carbon dioxide and provide oxygen, filtering the air and helping stave off the effects of climate change."

Consumers can help the environment while enjoying five California varietals of Trinity Oaks wines: Pinot Grigio, Merlot, Pinot Noir, Cabernet Sauvignon and Chardonnay. Trinity Oaks grows grapes in coastal climates which impart vibrant and expressive flavors and aromas. Trinity Oaks' bottle labels and marketing materials are made from 100% post-consumer-recycled paper.

Trinity Oaks wines are available at restaurants, grocery and wine stores nationwide and retail for \$8. For more information, consumers can visit www.TrinityOaks.com or www.OneBottleOneTree.com to see the live tree-planting ticker.

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About Trinity Oaks

Trinity Oaks wine brand is wholly owned and produced by the Trinchero family, Napa Valley vintners since 1948. The Trinchero Family Estates portfolio includes more than 30 brands such as Sutter Home, Trinchero Napa Valley, Napa Cellars, Terra d'Oro, SeaGlass, Trinity Oaks, Folie à Deux, Ménage à Trois, and the number one alcohol-removed wine, Fre. TFE markets and sells Joel Gott Wines; Charles & Charles wines; and the Three Thieves group of wines: Bandit, Newman's Own, and The SHOW. TFE's import portfolio includes Angove Wines from Australia; Doña Paula wines from Argentina; Carmen Wines from Chile; Shatter Wines from France; and CRUZ and Tres Agaves Tequilas from Mexico. Visit www.trinityoaks.com to learn more.

About Tress for the Future

Since 1989, Trees for the Future has planted more than 80 million trees. It has helped families and communities around the world plant trees and change lives, enabling them to restore their environment, grow more food, and build a sustainable future. For more information on their programs, please visit: www.treesforthefuture.org.

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