

For Immediate Release:

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SWIFTWATER CELLARS FORMS A WINNING WINERY TEAM

Winemaker Linda Trotta joins new hospitality and business team

July 7, 2010, Cle Elum-Roslyn, WA -- Swiftwater Cellars, Washington's ultimate destination winery opening September 11 in the Suncadia resort 80 miles east of Seattle, announces five new hires. Associate Winemaker, Linda Trotta, will collaborate with Consulting Winemaker, Tony Rynders, and manage daily winemaking operations. Food and Beverage Director, Norman Dillard, and Chef Matt Bates will collaborate to run, The Hoist House, the winery's restaurant. Jami Parks will manage the Swiftwater Cellars wine club and special events, and Bjorn Gjerde will serve as Controller.

Trotta was most recently Director of Winemaking for Gundlach Bundschu Winery in Sonoma, California, where she managed its 300 acre estate vineyard and winery. Rynders comments, "We are fortunate to have Linda join our winemaking team. She brings with her a wealth of experience and a genuine enthusiasm that is infectious. I know we are going to make some great wines together." Trotta joined Gundlach Bundschu in 1989 and during her time there completed harvests at Santa Monica Winery in Chile's Rapel Valley and at Rupert & Rothschild in Paarl, South Africa. Originally from Southern California, she was graduated from the University of California at Davis with a bachelor of science in fermentation sciences.

Food and Beverage Director, Norman Dillard, brings 25 years of hospitality experience to Swiftwater Cellars. Prior to joining the winery, he was Director of Hotel Operations for the nearby Suncadia resort. Before moving to the Pacific Northwest, Dillard held a number of food and beverage director level posts with luxury properties including MGM Grand Detroit Casino and Hyatt Hotels. Born in Detroit, he was graduated from Michigan's Adrian College with a business administration degree.

Chef Matt Bates comes to Swiftwater Cellars having worked in a diverse range of culinary settings including catering, fine dining and hotels. For the last six years he worked as chef for Northslope Catering, a firm serving the wild land fire fighting operations across the Western United States.

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Bates's fine dining experience includes Seattle's Sorrento Hotel, Iris Grill in Issaquah and Lonesome Dove Bistro in Fort Worth, Texas. A graduate of the Seattle Central Community College culinary program, he was trained in classic French cooking with a Mediterranean influence.

Club and Events Manager, Jami Parks, joins Swiftwater Cellars after four years at Suncadia where she held event marketing and administrative positions. Prior to joining Suncadia, Parks worked in retail sales management for Pioneer Coffee Roasting. A Washington native, she is a graduate of Central Washington University with a degree in marketing communications.

Bjorn Gjerde, Controller, comes to the winery from Con-Agra Foods Lamb Weston where he served in a similar capacity. Previously, he worked for Watts Brother's Frozen Foods, which sold to ConAgra in 2008. Gjerde, also a Washington native, holds a Master of Business Administration from Western Washington University in Bellingham and an undergraduate degree in finance from Point Loma Nazarene University in San Diego, California.

"A strong team is the foundation for the excellent service we will provide at Swiftwater Cellars," says Owner, Don Watts, who was inducted into the *Puget Sound Business Journal's* Hall of Fame in March. "Providing an unparalleled experience for our visitors -- complete with fine wine and warm hospitality, is our number one priority."

About Swiftwater Cellars: Swiftwater Cellars is nestled in the heart of the Cascade Mountains 80 miles east of Seattle in historic Cle Elum-Roslyn. Home to the former Coal Mine Number 9, it is Washington's ultimate destination winery featuring dining, golf, events and the fine amenities offered by Suncadia, a premier all-season resort. Our boutique collection of wines is sourced from select vineyards in the Pacific Northwest and tended to by veteran winemaker, Tony Rynders. Founded in 2007, it is the culmination of our family's 30 year dedication to top quality agriculture and desire to offer visitors a rich winery experience. Join us at www.swiftwatercellars.com – *The Watts Family*

About Tony Rynders: Tony Rynders is the premier wine making and grape growing consultant for ultra premium wineries in the Pacific Northwest. With over 20 years of experience making wine in Oregon, Washington, California, Italy and Australia and a Master's Degree in Viticulture and Enology from U.C. Davis,

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he brings strong viticultural and winemaking expertise to Swiftwater Cellars. www.tonyrynders.com.

About Suncadia: Located 90 minutes east of Seattle in the Cascade Mountains, Suncadia is a world away from the hustle and bustle of the city. The certified Built Green resort community features 50 miles of hiking and biking trails, two award-winning golf courses and one under construction, two restaurants, two bars, a swim and fitness center, skating rink, outdoor amphitheater and Washington's first destination spa. Suncadia is owned by subsidiaries of JELD-WEN inc., PacTrust and Lowe Enterprises, Inc., and is operated by Destination Hotels & Resorts, a subsidiary of Lowe Enterprises, Inc. Visit www.suncadia.com or call Danielle Zarrella Richmond Public Relations, at 206.682.6979.