

For Immediate Release:

Dixie Huey, Trellis Wine Consulting, LLC
360.210.5551 tel. | 415.283.7830 mobile
Dixie@trelliswineconsulting.com
www.trelliswineconsulting.com



SWIFTWATER CELLARS ANNOUNCES RESTAURANT NAMING CONTEST, LAUNCH OF WINE CLUBS AND SNEAK PREVIEW AT TASTE WASHINGTON

Washington's Ultimate Destination Winery to Open Fall 2010

March 24, 2010, Cle Elum, WA -- Swiftwater Cellars invites wine and food lovers to submit a name for its onsite winery restaurant via its website by May 15. The winning submission will be announced in mid-June and the winner will receive a \$500 donation to the charity of his or her choice and a \$500 Swiftwater gift certificate.

Founder, Don Watts, explains, "Establishing a connection with the local and broader Northwest communities is a very important part of our family's vision for Swiftwater Cellars. In inviting people to name our winery restaurant, we are demonstrating our focus on providing Washington's ultimate winery experience complete with fine wines and warm hospitality."

Swiftwater Cellars also announces the launch of its two wine clubs -- Black Diamond, which will be limited to 200 members, and Rope Rider. Both clubs offer a range of benefits and first access to the winery's wines crafted by veteran winemaker, Tony Rynders. These include inaugural vintages of Pinot Noir from Oregon's Willamette Valley as well as two Columbia Valley, Washington wines -- a Bordeaux blend named Proprietary Red and Syrah. A Washington Chardonnay will be added to the mix with the 2010 harvest. Black Diamond club members will have the ability to reserve private wine and food pairing tastings for groups of up to eight people and receive complimentary tickets to the winery's grand opening party scheduled for the second weekend of September. Those interested in having access to the first releases are encouraged to sign up online.

General Manager, Donnie Watts comments, "In addition to these developments, we are excited about the opportunity to offer a sneak preview of our 2007 Proprietary Red and Syrah at Taste Washington later this month. We will pair them with a signature dish by our Chef, Matt Bates -- pan-seared tenderloin medallions with chanterelle mushrooms and red wine huckleberry demi-glaze." Taste Washington will be held at Seattle's Quest Field Event Center on Sunday, March 28. To purchase tickets visit www.tastewashington.org.

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SWIFTWATER
CELLARS

About Swiftwater Cellars: Swiftwater Cellars will showcase premier wines in a casually elegant historic resort destination. 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. Swiftwater Cellars' boutique collection of wines is sourced from select vineyards in the Pacific Northwest and tended to by acclaimed winemaker, Tony Rynders. Nestled in Washington's Cascade Mountains in historic town of Cle Elum, the winery is home to the former Coal Mine No. 9 in the Suncadia resort. Swiftwater Cellars features an array of activities including dining, golf and events. 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, 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 Richmond Public Relations, at 206.682.6979.