

For Immediate Release:

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VINMOTION LAUNCHES TO BRING INNOVATIVE NORTHWEST BRANDS TO THE HOTTEST CATEGORIES

November 1, 2011, Portland, OR – The creators of Pacific Rim introduce – VinMotion – a new, dynamic and very different kind of wine company. With an exclusive focus on the Pacific Northwest, VinMotion is dedicated to crafting the highest quality, affordable wines supported by innovative and compelling brand stories. The VinMotion portfolio includes Pacific Rim, Sweet Bliss and Rainstorm (a new Oregon wine brand launching in January 2012). The company will continue to be led by the team of directors that founded Pacific Rim Winemakers: Nicolas Quillé, Winemaker and General Manager; Steve Doyle, Vice President of Sales; Shawn Barvaresco, Vice President and Brand Development Director; and Ann Spitzenberger, CFO.

Pacific Rim, located in Washington's Columbia Valley, is widely recognized as an industry innovator and the leading voice of Riesling in the category. Pacific Rim is the #1 Super Premium (\$9.99 - 12.99 SRP) Domestic Riesling Brand in the United States according to Nielsen data for the 52 weeks ending August 20, 2011. The winery's 2010 Riesling was just awarded *Wine Enthusiast Magazine's* "#1 Best Buy" wine of 2011 out of the 1,200 total wines that qualified for the accolade.

Sweet Bliss is the only domestic winery focused exclusively on producing a full range of sweet blends – red, white and pink – from vinifera grapes. In just over one year since the brand's launch, Sweet Bliss has achieved the #11 rank in the Super Premium Red Blend category with distribution in over 6,000 accounts.

Rainstorm launches in January 2012 with an Oregon Pinot Noir and Pinot Gris, priced at \$15.99 and \$12.99 respectively. The brand is dedicated to making Oregon Pinot Noir and Pinot Gris accessible to a national audience of wine lovers. Targeting younger and influential wine buyers, the Rainstorm brand tells the story of Oregon's individual (and funky) culture, highlighting the state's eclectic food scene, hot indie music subculture, hip coffee houses and captivating natural beauty.

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“Since we began our venture with Pacific Rim, we’ve done things very differently than traditional wine companies, and we’re dedicated to continuing to break from industry traditions,” says Barvaresco. “At VinMotion, we deliver 360-degree experiences that reach far beyond the wine aisle. It’s our goal to build a community of brand loyalists by always delivering mind-blowing, affordable wines supported by relevant and leading edge social media strategies,” he adds.

Pacific Rim has over 25,000 Facebook fans – making the brand a Top Five Facebook presence among all US wineries. As part of its annual Riesling Rules campaign, the winery recently doubled its base this summer through a “Riesling for Being” \$10,000 Giveaway, asking fans to share their passion for Riesling in 120 characters or fewer. Pacific Rim is currently promoting “Rieslings Greetings,” a holiday program for retailers featuring gift boxes, POS, coupons and more.

VinMotion is owned by the Mariani family, which owns Banfi Vintners. For more information, visit the company’s websites, www.rieslingrules.com and www.sweetblisswines.com. The Rainstorm website will become live with the winery’s launch in January 2012.