

ZEPPONI & COMPANY ADVISES ON SALE

Winery Exchange Acquires *Our Daily Red* and *New Orleans Hill*

Santa Rosa, CA, January 7, 2013 - Winery Exchange announced the expansion of their National Brands Division with the acquisition of a portfolio of certified organic and sulfite-free wine brands from Nevada County Wine Guild. In addition to category leaders, *Our Daily Red* and *New Orleans Hill*, the deal includes several private brands that also feature organic certification and contain no sulfites.

Nevada County Wine Guild co-founders Tony Norskog and Donn Berdahl will continue to be actively involved in wine production, distributor and account management and consumer communications. “Donn and I come from a farming, wine production background and feel Winery Exchange is the right partner to help move organic wines deeper into broad market distribution where we have been seeing growth the last few years. Improved distribution is the key to promoting more acres of organic agriculture and that is in everyone's interest,” offered Tony Norskog.

Zepponi & Company, the global wine industry mergers and acquisitions advisory firm, served as the exclusive financial advisor to Nevada County Wine Guild and negotiated the sale to Winery Exchange.



Zepponi & Company is the largest mergers and acquisitions advisory firm dedicated exclusively to the global wine industry. Headquartered in Santa Rosa, California, the firm's three principals, Mario Zepponi, Matt Franklin and Joe Ciatti, are established wine industry veterans, with expertise in strategic transaction analysis, valuations and creativity in structuring complex transactions. Zepponi & Company has served as advisor on numerous transactions involving ultra-premium and luxury wine brands, estate wineries and vineyards, including Chalk Hill Estate, Diageo Chateau & Estate Wines, Kendall Jackson Wine Estates, Four Vines, Langtry Estate & Vineyards, Kuleto Estate and F. Korbels & Bros. For more information, please visit www.zepponi.com.