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For Immediate Release

CAMELLIA CELLARS CELEBRATES 20TH ANNIVERSARY WITH
NEW ARTIST SERIES WINE LABELS

HEALDSBURG, Calif., July 28, 2005 — Camellia Cellars will be unveiling redesigned labels for all their wines on September 17, 2005 in addition to a limited artist series of five labels for their signature 2003 Diamo Grazie all designed by internationally exhibited artist Wade Hoefler.

Hoefler's labels for Camellia Cellars, like his paintings are reminiscent of nineteenth-century romantic landscapes with an atmosphere of poetry, mystery, beauty and serenity. The artwork for the labels perfectly captured the wineries blend of commitment to the old world tradition and modern technique of their wines.

Although having an artist of Hoefler's renown agree to design their new labels would have been enough for Bruce Snyder and Chris Lewand, owners of Camellia Cellars, his family connection to the winery through his mother makes the relationship of even greater importance. After a visit to Italy Snyder and Lewand returned with a commitment to Sangiovese and making a Super Tuscan style wine. Searching for a name for the new wine after the first vintage it was Hoefler's mother that suggested the Italian words "Diamo Grazie" (We give thanks).

"The new winery label and the artist series label are more reflective of where we are now as a winery. We have accomplished a great deal with our wines in the past 20 years and the new labels have to be evocative of what our wines are today.

We choose to showcase the entire artist series on our Diamo Grazie because it is named in honor of our friends, family and growers. Only the best barrels from each lot of Sangiovese, cabemet sauvignon, petite sirah and cabemet franc are chosen for this proprietary blend,” says Snyder.

Hoefler, a Sonoma Wine Country resident, has paintings included in many private, corporate and public collections, mostly in New York, Madrid or on the West Coast. Camellia Cellars is a small lot producer of premium wines. They specialize in Cabernet Sauvignon, Zinfandel, Sangiovese, and their proprietary blend. The Camellia Cellars tasting room is located at 57 Front Street in Healdsburg. More information is available at 707.433.1290 and camelliacellars.com.

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