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FOR: CRU VIN DOGS WINE GROUP
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LUCKY YOU

Cru Vin Dogs Announces the Anticipated Release of “Lucky” Cabernet-Merlot

(Denver, Colorado) September 10, 2008 — Cru Vin Dogs exists to combine their passions for wine, art, friendship and the love of dogs and worthy canine related causes – into a wine brand with a purpose. Wine that gives back. Wine that makes a difference. The 2006 “Lucky” Cabernet-Merlot has officially been added to the pack with a mission.

In commemoration of their partnership with Canine Companions for Independence® (CCI), the new release is aptly named “Lucky” for a beautiful yellow Labrador Retriever trained as a service dog in 40 commands by Canine Companions for Independence. “We knew this wine had to be special—the pedigree of the noble and endearing Yellow Labrador Retriever demanded it. This is an exceptionally meaningful release for us,” commented winemaker, Tony Wasowicz.

The release of “Lucky” is also tremendously exciting for Randi Price, who was matched with “Lucky” through Canine Companions for Independence. Price, once active in triathlons and climbing mountains, was diagnosed with Muscular Dystrophy at age 29, but was determined not to let the disease take away her joy in life. “Lucky is my bridge to a world I saw slowly slipping away from me,” said Price. She continued, “Lucky has enhanced my life and made it much richer in ways I didn’t even know possible.”

Artist, Jay P. Snellgrove captured the likeness of Lucky on the label which bears his name. Each wine released under the Cru Vin Dogs label features an original, limited-edition graphite or pastel pencil drawings of a real dog – some with special stories.

The 2006 “Lucky” Bordeaux blend features Cabernet Sauvignon, Merlot and a splash of Cabernet Franc from the esteemed Spring Mountain appellation in Napa Valley, as well as Merlot from steep-sloped vineyards in the benchlands of west Dry Creek Valley. The grapevines grown on these sites are smaller than their valley floor counterparts, yielding small crops of tiny berries. “The 2006 fruit for this wine was a winemaker’s dream—combining the concentration and complexity of its flavors with balanced tannin and acidity, which drives the wine’s age-ability,” said Wasowicz. 1,985 cases of this wine were produced. The retail price is \$26.00.

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Cru Vin Dogs offers wines in three tiers: The Puppy Series features small lots of exceptional quality wine with an original drawing of a different breed for each release. These are dogs they've owned themselves or come across in their travels. The price range is \$14.50-\$16.00. The Portrait Series features outstanding red varietal blends that are capable of extended aging, yet enjoyable upon release. Each honors a hero dog with a special story. They are priced at \$26. The Best in Show series includes very limited quantities of remarkable wines from prestigious vineyards. The wines are crafted by Cru Vind Dogs' winemaker, Tony Wasowicz. The Best in Show labels feature champion breeds from international dog shows. These wines are priced from \$45.00 to \$75.00.

Wines in the Cru Vin Dogs portfolio include: 2006 "Golden Retriever" Chardonnay, Dry Creek Valley, Sonoma; 2006 "Labrador" Sauvignon Blanc, Marlborough, New Zealand; 2005 "Bloodhound" Chardonnay, Dry Creek Valley, Sonoma; 2005 "Yogi" Cabernet-Syrah, Dry Creek Valley, Sonoma; 2005 "German Shorthaired Pointer" Best in Show Cabernet Sauvignon; and now the 2006 Cru Vin Dogs "Lucky" Cabernet-Merlot.

True to their commitment to worthy canine related causes, Cru Vin Dogs Wine Group has donated in excess of \$50K, financially and in-kind, in its first year as a winery to the causes it supports, including: Canine Companions for Independence, providers of highly trained assistance dogs to children and adults with disabilities; the Morris Animal Foundation's Cure Canine Cancer Campaign, funding breakthrough research studies benefiting animals in over 100 countries and seven continents; and the Alie Foundation, that provides Bloodhounds to law enforcement agencies and educates both parents and children about the dangers of child abduction;

Cru Vin Dogs Wine Group is dedicated to tracking down exceptional vineyards and small lots of wine throughout the world to craft masterful wine blends of exceptional quality. Each label in the portfolio features original illustrations of real dogs, some with special stories, drawn in graphite or pastel pencil by artist Jay P. Snellgrove. Cru Vin Dogs is dedicated to combining their passion for outstanding wines, fine art, and worthy canine-related causes to a make a difference in the lives of others. A minimum of ten percent of all sales is donated to charitable organizations that involve dogs: Canine Companions for Independence, the Morris Animal Foundation's Cure Canine Cancer Campaign, and the Alie Foundation. Please visit: www.cruvindogs.com.

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