

Media Contacts:

Broussard Hill Communications

Melissa Broussard, 503-638-1055; Melissa@broussardhill.com

Lisa Hill, 503-327-8328; lisa@broussardhill.com

BOB'S BY-THE-GLASS PROGRAM IN PORTLAND AREA RESTAURANTS RAISES MONEY FOR AFRICA AND HIV/AIDS

Local restaurants from Le Pigeon to Hiroshi and Caffe Mingo pour Bob's AFRICAN wines during December 2007 and January 2008 and give to Africare

PORTLAND, Oregon (Dec. 7, 2007) — A group of Portland area restaurants have the giving spirit this holiday season as they join Bob Lynde, founder of Bob's AFRICAN wines for the first annual Bob's By-the-Glass program to benefit Africare. The restaurant program will raise \$1.00 per glass of Bob's AFRICAN wine ordered at restaurants including: Caffe Mingo, The Heathman Restaurant and Bar, Hiroshi, Le Pigeon, Noble Rot and Simpatica. Each restaurant will pour a different varietal of Bob's AFRICAN wines and donate \$1 for each glass sold during December and January. This program coincides with the international celebration of World's Aid Day celebrated December 1, 2007.

"I am thrilled that local sommeliers and restaurant owners are joining me to do what we can to alleviate the devastating toll that HIV/AIDS has on the people of South Africa," says Bob Lynde, founder of Bob's AFRICAN. "I believe fine wine, a lifestyle product, is an appropriate product to generate awareness and make a difference in the lives of those less fortunate. My wine company already donates ten percent from every bottle of Bob's AFRICAN sold nationally, and now with local restaurants on board, the consumer and our community is giving twice. That's leadership, and leadership was the theme of this year's World AIDS Day."

"We are happy that our wine program can be a vehicle for doing good. Bob's AFRICAN supports such a worthwhile cause and we are proud to serve the wine," says Andrew Fortgang, sommelier at Le Pigeon. "It's not every day I can offer our guests a delicious wine that also benefits the work of Africare."

About Africare:

Africare is a leading non-profit organization specializing in African aid. It is also the oldest and largest African-American led organization in that field. Since its founding in 1970, Africare has delivered more than \$675 million in assistance and support — over 2,000 projects and millions of beneficiaries — to approximately 36 African countries. Africare has its international headquarters in Washington, DC, with 25 field offices throughout Africa. For more information, visit www.africare.org.

About Bob's AFRICAN:

Capitalizing on Bob Lynde's interest, passion for and industry connections in South Africa, Fat Barrel Wine Company's initial brand release is Bob's AFRICAN wines, a value-priced range of South African wines. The Bob's AFRICAN brand generates both awareness and funds for fighting the HIV/AIDS pandemic in Africa. Ten percent of Bob's AFRICAN import sales benefits Africare, the international humanitarian organization. Lynde and his partner, Jessica Harrington believe the fine wine consumer is inherently interested in giving back to those less fortunate. They also believe that the wine industry can support the development of wine brands with philanthropic missions. Bob's AFRICAN wines are currently available in specialty wine shops and gourmet grocers in New York, New Jersey, Washington, D.C. and Oregon (with Florida, Illinois, Texas, California and Virginia coming soon), and online at www.guyduvin.com. For a list of available retailers, please visit www.bobsafrican.com.