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***Fine Wines with a Philanthropic Touch
New Import Brand, Bob's AFRICAN Wines,
Launched by Fat Barrel Wine Company***

Portland, OR: In 1994, President Nelson Mandela invited the world to embrace the new South Africa. Bob Lynde traveled there soon after and fell in love with a land and people uplifted by truth and reconciliation. He discovered a 350-year old winemaking history (the eighth largest wine-producing country in the world), steeped in cultural diversity (11 official languages), in one of the most significant biodynamic plant kingdoms in the world (the Cape Floral Kingdom).

Lynde also witnessed one of the world's largest humanitarian health crises unfolding in front of him: the HIV/AIDS pandemic. While South Africa's wine exports to the US grew 366 percent from 2001 to 2005, the number of AIDS orphans reached 1.2 million, and the prevalence of HIV/AIDS in pregnant women topped 30 percent. Lynde believes profound experiences create life passions. His experiences in South Africa have given his life depth and structure.

Partners in Fat Barrel Wine Company based in Portland, Oregon, Bob Lynde and Jessica Harrington, are proud to have launched a new wine brand, Bob's AFRICAN, on June 11, 2007. The value-priced range of South African wines includes a **2007 Sauvignon Blanc, 2007 Chardonnay, 2006 Pinotage, 2005 Shiraz, and 2005 Cabernet Sauvignon/Shiraz.** **Mindful of the on-going catastrophic impact the HIV/AIDS virus is having on the African continent, 10 percent of Bob's AFRICAN import sales revenue benefits non-profit international aid agencies fighting the pandemic in Africa.**

Bob Lynde shares on his Website, *"My wines are a personal initiative to have a conversation with you about Africa. Each bottle, then, is an envoy of good wine and goodwill, bringing awareness of both the immediate delight and the ongoing disaster shaping Africa today. I believe that socially-conscious initiatives in for-profit companies foster positive change. Through Bob's AFRICAN fine wines, I am giving back to the people and country which have given me so much."*

Bob was greatly inspired by President Nelson Mandela's invitation in 1994. From that point forward, Bob's had a focus and a vision. Launching Bob's AFRICAN Wines is taking his passion for creating great wine by leading a proficient team, and putting that passion to great humanitarian use. "It's completely satisfying," explains Bob Lynde.

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