

Media Contacts:

Broussard Hill Communications

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

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

FAT BARREL WINE COMPANY EXPORTS GOOD WILL

Fat Barrel partners with Africare to donate portion of proceeds to assist families in Africa

Editor's Note: Photos of Wine Label Art available.

PORTLAND, Oregon (October 3, 2007) — Portland-based entrepreneur Bob Lynde hopes to export good will with every bottle of Bob's AFRICAN Wines he imports. As owner and founder of Fat Barrel Wine Company, Lynde, along with business partner Jessica Harrington, created Bob's AFRICAN Wines, a new value-priced brand of wines dedicated to raising funds to fight the spread of HIV/Aids in Africa. Lynde credits his love for the culture and wines of South Africa and his commitment to humanitarian causes as the main reasons behind creating Bob's AFRICAN wines. Recently, Lynde and Africare President Julius Coles announced a new partnership between Fat Barrel Wine Company and Africare, the international nonprofit organization based in Washington DC. Lynde will donate 10 percent of import sales revenue from all Bob's AFRICAN Wines. Half of the funds raised in the sale of Bob's AFRICAN Wines nationally will benefit Africare. The remaining funds will benefit African focused relief organizations in local communities within the United States where the wines are sold.

"We are honored to partner with Africare and do our small part to help improve the quality of life for the people in Africa," said Lynde. "Working together with such an esteemed relief organization paves the way for other small entrepreneurs to do their part to help the broader global community."

A Passion for Giving Back:

Bob Lynde felt compelled to visit South Africa soon after President Nelson Mandela invited the world to embrace the new South Africa in 1994. More than a decade later, Lynde and business partner Jessica Harrington, decided to do their part to help a struggling country fight its battle with HIV/AIDS. As a former owner and board member of Cape Classics, (2001 *Food and Wine Magazine* "Best Wine Importer,") Lynde has more than a decade of experience importing wine from South Africa, where wine exports to the US grew 366 percent from 2001 to 2005.

"Africare welcomes the opportunity to work with Fat Barrel Wine Company," noted Africare President Julius E. Coles. "The partnership symbolizes the depth and impact of private sector contributions in the work of international development. Together, we will work to build strong, healthy communities on the African continent."

Bob's AFRICAN Wines Poured at Africare Fundraising Dinner in October 2007

Bob's AFRICAN wines will be served at Africare's largest annual fundraiser for Africa, the Bishop John T. Walker Memorial Dinner on Thursday, October 18, 2007. More than 2,000 international, government and corporate leaders will gather in Washington, DC to pay tribute to Africa's first elected female head of state, President Ellen Johnson Sirleaf of Liberia, and to salute women's empowerment in Africa. Proceeds from the event will help support Africare's essential mission of improving the quality of life in Africa.

Lynde is also actively involved with Wines of South Africa (WOSA), which will kick off a three-city tour in Miami, Orlando and New York City from October 11-16, 2007. WOSA is the association that represents all exporters of South African wines. "Bob's AFRICAN wines will help create awareness of South Africa's duality – from its unique biodiversity to its crucial humanitarian needs," says WOSA spokesman Rory Callahan. "We believe South African wines can offer the American wine consumer both value and an awareness of a rich culture and thriving wine industry. We enthusiastically support Lynde's efforts to give back to the people of South Africa." Bob's AFRICAN Wines recently released 2007 Sauvignon Blanc, 2007 Chardonnay, 2006 Pinotage, 2005 Shiraz and a 2005 Cabernet/Shiraz blend.

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 Fat Barrel Wine Company

After 13 years in the wine import and distribution business, Portland, Oregon-based entrepreneur Bob Lynde co-founded Fat Barrel Wine Company in February 2007 with long-time friend and colleague, Jessica Harrington. Prior to launching Fat Barrel, Lynde and Harrington successfully founded a fine wine distribution company, Oregon Brokered Brands, which they sold to The Henry Wine Group in 2005. Lynde and 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. Capitalizing on Lynde's interest, passion for and industry connections in South Africa, Fat Barrel Wine Company's initial brand release is Bob's AFRICAN, 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 nonprofit domestic and international aid agencies. The company also funds a scholarship program for a U.S. volunteer aid worker in South Africa. In 2007, Kendra Crump of Portland, Oregon began a year working at an orphanage and community center in Kwa-Zulu Natal. Bob's AFRICAN wines are currently available in specialty wine shops and gourmet grocers in New York, New Jersey and Oregon (with Florida, Illinois, Washington D.C. and Virginia coming soon), and online at www.guyduvin.com. For a list of available retailers, please visit www.bobsafrican.com.