



June 8, 2006

French rabbit Wines to Hop through American Forests

AMERICAN FORESTS is pleased to announce it will partner with Boisset America's line of eco-friendly French rabbit wines to plant trees in damaged U.S. forest ecosystems.

The wines, vintage-dated Pinot Noir, Chardonnay, Merlot, and Cabernet Sauvignon from the south of France, are packaged in innovative, octagonal-shaped, 1L Tetra Pak containers called ePods™. The company, which uses reduced packaging and recyclable materials from sustainably grown forests, will plant a tree through American Forests' Global ReLeaf program for every four ePods sold.

AMERICAN FORESTS has pledged to plant 1 million trees this year with a goal of at least 30,000 trees from French rabbit wine sales. These French rabbit groves will be planted in four Global ReLeaf Forests: the Mojave Desert Mountain Communities (California), Cranesville Swamp Preserve (Maryland), Applegate River (Oregon), and Emiquon Preserve (Illinois).

Jean-Charles Boisset, president of Boisset America says, "We are extremely excited to partner WITH AMERICAN FORESTS. For many years our family has relied on the environment to make wine, and it is only natural that we want to give back and protect it."

Deborah Gangloff, executive director of AMERICAN FORESTS, agrees, "We are thrilled to partner with a brand like French rabbit, which takes the environment into consideration during every step of the winemaking process."

French rabbit is imported to the U.S. exclusively by Boisset America, Sausalito, CA. Family-owned and operated, Boisset America offers a diverse portfolio of wines, spirits and liqueurs from the world's most prestigious terroirs. Please visit www.frenchrabbit.com.