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BOISSET FAMILY ESTATES UNVEILS NEW FLAGSHIP RIESLING AS THE NEWEST ADDITION TO THE COMPANY'S EXPANDING PORTFOLIO

SAUSALITO, CA, APRIL 29, 2008 – Jean-Charles Boisset, President of Boisset Family Estates and innovative wine mogul, has once again raised the bar by announcing the release of the newest addition to the Boisset portfolio. The 2007 Oceana Estates Riesling continues Boisset's unyielding history of innovation and premium wine production. This dry-styled Riesling is crafted in the cool, temperate, central coast climate of beautiful Monterey County, California. Known for its cool Pacific breezes and rugged coastline, Monterey boasts the ideal terroir for growing aromatic Rieslings reminiscent of those from the Alsace region of France.

Created with elegance and grace in mind, Oceana is presented in a striking cobalt-blue bottle that is sure to attract and intrigue. To compliment the stylish bottle, 22-carat fine gold script and an elegant mermaid accentuate the glamour and mystique of this wine while also capitalizing on a rapidly growing market. In 2007, sales of domestic Riesling increased 13.2% to 1.6 million cases, while sales of California Riesling increased 11.1% to 1 million cases (Impact 2007).



“At Oceana Estates we are passionate about Riesling, one of the most ancient and revered of all varietals. Nestled just miles from the Pacific, these coastal vineyards are bathed in cool fog at night and nurturing sunshine by day -- perfect conditions for the delicate Riesling fruit. Our mermaid embodies the seduction of this elegant, aromatic wine that plays to the senses,” says Jean-Charles Boisset.

This 2007 Riesling was slowly cold-fermented in stainless steel tanks to retain all its varietal character and reserve a fresh, fruity style. It offers enticing, fragrant aromas of ripe fig and peaches accented by hints of citrus and lovely honeysuckle. On the graceful palate, the wine's bright key lime pie and peach flavors are heightened by a refreshing minerality that lingers through the crisp finish. Pairing exquisitely well with spicy and ethnic cuisine, Oceana is the perfect match for any wine-savvy consumer with an adventurous spirit.

Debuting in North America in February 2008, this single varietal brand will have an initial production of 6,500 cases and will be introduced through select merchants nationwide at \$14.99 per bottle. Editorial samples available for review through Kathleen Burns.

Boisset Family Estates is an innovative, eco-minded, family-owned producer and importer of fine wines and spirits. Its goal is to express the qualities of its wines with an *art de vivre* and style that consistently honors provenance and enhances terroir, history, heritage and quality. The philosophy of uniting each wine with innovative packaging is a vision of sustainability and desire to provide wines for every moment, mode of consumption and occasion. With its roots in Burgundy, France, wineries on two continents and a US office in California, Boisset is a leading producer of Pinot Noir and one of France's top exporters of premium wines. For more information on the company and its wineries, please visit www.boissetfamilyestates.com.

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