

For immediate release

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Website launches for St. Helena consultant Marketing & Publicity services detailed

St. Helena CA December 2003---Long-time Napa Valley publicist and marketing consultant and free-lance writer Julie Ann Kodmur has launched a website detailing her business capabilities. Designed by Julia Belshaw Gittes of J.RED Digital Arts (www.jredweb.com), the site includes case histories of clients and projects, links to clients' websites and other websites Kodmur recommends as well as Kodmur's background and capabilities.

Kodmur assists clients with marketing and positioning strategies as well as publicity. "Whether it's developing innovative new directions and techniques, trouble-shooting, problem-solving or blue-skying, launching new products or just targeting some formerly-recalcitrant media, I enjoy exceeding a client's expectation of what's possible in terms of PR and marketing," she explains. One of the most common questions clients have for her is whether to send out samples of new releases, or what kind of news is newsworthy enough to deserve a press release.

Her clients include Bonny Doon Vineyard, Zinfandel Advocates & Producers, Smith-Madrone Vineyards, ROTO, Sparrow Lane Vinegars, Wine Appreciation Guild and Madison. She does extensive pro-bono work, for organizations including Montessori Family Center (St. Helena), Sunrise Stables (St. Helena), Shawnigan Lake School (Vancouver, British Columbia) and the Beate Klarsfeld Foundation (Paris).

She has written free-lance articles for a wide variety of publications, including The New York Times, Town & Country Magazine, The Wine Enthusiast, The Wine News, Quarterly Review of Wine, American Journalism Review and Editor & Publisher. She was the Editor of The Napa Valley Wine Library Report for several years.

Before establishing her own consultancy business, she was the Director of Public Relations for Seagram Classics Wine Company (Sterling Vineyards, Mumm Napa Valley, The Monterey Vineyard, Barton & Guestier, Castello d'Albola) for eight years. She devised the lot which achieved the highest bid at the 1994 Napa Valley Wine Auction (\$50,000 for Mumm Napa Valley). Other key programs during her time at Seagram included co-promotions with Windham Hill Records, Friends of the Urban Forest, National Parks & Conservation Association, Doctors Without Borders, as well as re-issuing archival Champagne Mumm posters, launching new prestige cuvees for Champagne Mumm and Mumm Cuvee Napa, and introducing a new Barton & Guestier wine with a national lecture program by a Thomas Jefferson scholar.

She also directed publicity and marketing programs for Renfield Imports, Frederick Wildman & Sons and Trefethen Vineyards. Her work has won awards, including for the "Best Public Relations Campaign" in 1994 for a Sterling Vineyards program, a Silver

Mercury Award in 1988 for Bandiera Winery's Cooking with Flowers program and one of her projects was awarded a Guinness Book of World Records record (in 1988, for The Monterey Vineyard's Largest Wind Sock in the Shape of a Wine Bottle). She has served as a wine judge for a number of wine competitions in northern California.

Julie Ann Kodmur was born in San Francisco, grew up in La Jolla and graduated from Stanford University with a degree in art history and communications. She did graduate work in art history at New York University before beginning her career at the auction house Sotheby Parke Bernet.

She lives in St. Helena with her husband Stuart Smith (founder and general manager of Smith-Madrone Vineyards & Winery) and their family.