

## **MICHAEL JELLISON NAMED PRESIDENT OF SWANSON VINEYARDS**

December 11, 2006, Rutherford, California----W. Clarke Swanson Jr., CEO of Swanson Vineyards, announces the appointment of Michael Jellison as President and COO of Swanson Vineyards.

Jellison has extensive experience in the wine industry, most recently as Vice President for Sales Operations & Logistics for Icon Estates and President and CEO of Allied Domecq (USA).

“Michael brings a new skill set which will assist the development of the company,” explained Swanson. “We expect he will make a great contribution to the company over the coming years,” he added. Jellison commences his duties on December 11.

Swanson Vineyards owns 140 acres of vineyard in Oakville and is one of the largest estate-bottled Merlot producers in the Napa Valley. Swanson also produces an estate Cabernet Sauvignon blend, Alexis, and Pinot Grigio. The winery’s annual sales production is 30,000 cases.

Jellison will be based at Swanson’s offices in Oakville. He lives with his family in Santa Rosa. His hobbies include \_\_\_\_\_.

More at [www.shopswansonsalon.com](http://www.shopswansonsalon.com) and [www.merlotfightback.com](http://www.merlotfightback.com).

## **draft B (wine focus)**

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Jellison has extensive experience in the wine industry. Most recently he was the Vice President for Sales & Logistics at Icon Estates; he has also served as President and CEO of Allied Domecq USA, President & CEO of Canton Wood Products, as a founding partner of the consultancy Wine Colleagues and as Vice President & Director of Financial Services for Kahlua Group-Maidstone Wine & Spirits. He graduated from Loyola Marymount University with an undergraduate degree in accounting; he is also a CPA. Jellison lives with his family in Santa Rosa.

Swanson Vineyards, founded in 1985 by Clarke Swanson, is the largest single producer of estate-grown Merlot in the Napa Valley. Swanson Vineyards owns 140 acres of vineyard in Oakville and has an annual production of 30,000 cases. The winery's current releases are 2003 Merlot (\$32), 2002 Alexis, a proprietary Cabernet Sauvignon-based blend (\$58) and 2005 Pinot Grigio (\$20). Winemaker Chris Phelps also makes several wines available only at the winery's tasting Salon---Les Trois Filles (nonvintage, \$80), 2005 Salon Chardonnay (\$35), 2005 Salon Rosato (\$20), 2003 Salon Sangiovese (\$70), 2003 Salon Petite Sirah (\$70). The Salon wines---as well as unusual artisanal chocolate and caviar---are available for purchase at [www.shopswansonsalon.com](http://www.shopswansonsalon.com)

The winery staged seminars on Merlot in 2006 in San Francisco, San Diego, Las Vegas, Chicago, New York, New Jersey, Miami, Tampa and Orlando. Supporting this effort was [www.MerlotFightsBack.com](http://www.MerlotFightsBack.com), which provided details of the seminar and offered a forum for opinions on Merlot and attracted huge traffic. The winery will be bringing this seminar to cities around the country in 2007 as well.

Swanson Vineyards' Salon (tasting room) is open by appointment Wednesday through Sunday and offers an elaborate seated tasting experience. The Salon is located at 1271 Manley Lane in Rutherford and can be reached at 707/967-3500.

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## **draft C (+Salon)**

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The Salon at Swanson Vineyards opened in 2000 and set a new paradigm for unusual and memorable winery tasting room experiences. A Swanson 'salonnier' conducts an elaborate and lively tasting in the Salon's elegant, theatrical setting. The experience includes tasting caviar and chocolate which Alexis Swanson has sourced. For the 2006 holiday season, the winery set up [www.shopswansonsalon.com](http://www.shopswansonsalon.com) to facilitate ordering these unusual items in addition to its wines. The Salon is open by appointment Wednesday through Sunday is located at 1271 Manley Lane in Rutherford and can be reached at 707/967-3500.

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## **draft D all + intro tweaked**

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