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FORMULA TO CONDUCT SAMPLING PROGRAMS FOR TWO PREMIUM WINES

Los-Angeles-based Team to Activate Alice White and Monkey Bay Brands in West Coast Markets

SAN DIEGO, Calif. (May 2, 2006) – Formula, a national public relations boutique with offices in San Diego, Los Angeles and New York, has been hired to conduct sampling programs by Centerra Wine Company for their Australian wine, Alice White, and New Zealand-grown Monkey Bay brand. The accounts will be handled by Formula Street, the brand activation arm of the agency, according to Michael Olguin, president of Formula.

“Our understanding of the spirits sector and extensive experience executing sampling programs make Formula a perfect agency for these two brands,” said Olguin. “We are excited to begin educating savvy, female consumers about how to properly enjoy premium imported wines, including Alice White and Monkey Bay.”

Formula’s LA Formula Street division will utilize female-staffed street teams in two important West Coast markets as a part of Centerra Wine Company’s first ever sampling initiative. For Alice White, Formula will focus on promoting its Lexia wine at San Francisco-based restaurants and bars. For Monkey Bay, Formula will drive attention around the brand’s Chardonnay and Sauvignon Blanc varietals in San Francisco and Los Angeles. Both Alice White and Monkey Bay campaigns will be comprised of refined, on-premise sampling initiatives intended to effectively convey the products’ key characteristics and personas.

“We recognized that to build on the incredible sales momentum Alice White and Monkey Bay have exhibited in the U.S., it was essential for us to find new ways to reach the female market,” said Tim Peters, marketing director at Centerra Wine Company. “To effectively accomplish this goal, we turned to Formula Street for a brand activation program that included sampling initiatives. We are confident that Formula’s extensive experience in grassroots and experiential marketing will yield consumer response among women on the West Coast, driving both on-premise and off-premise sales.”

(more)

About Alice White

American consumers have embraced the quality wines of Alice White - and the intrepid nature of the adventurer herself - since the wines were introduced in 1996. From the heart of South Eastern Australia come rich and approachable wines that capture the spirit of the land and its people. With Alice White, adventure-seekers and wine drinkers everywhere can explore the exciting world of Australian wines.

About Monkey Bay

In the late 19th century, an Englishman visiting the Marlborough coast of New Zealand's South Island reported seeing a monkey cavorting near a small bay within the larger - and now renowned - Cloudy Bay. Today, lush vineyards surround this world-famous coastal region, and the superb grapes grown there, and in top regions of the country's North Island as well, produce two of New Zealand's finest exports: affordably priced, deliciously vibrant white wines bearing the image of a frolicking green monkey and the name Monkey Bay.

About Formula

Formula was founded in 1992 as a national public relations boutique. The agency is headquartered in San Diego and has additional offices in Los Angeles and New York. Unlike traditional PR firms, Formula creates brand activation programs for clients utilizing a suite of integrated marketing services including media relations, grassroots/street teams, events, promotions, co-branding and Hollywood relations. The agency specializes in consumer, lifestyle, sports, entertainment, business, technology, and tourism/hospitality accounts. Current clients include Mattel Inc., ESPN, Newcastle Brown Ale, Guitar Center, ConocoPhillips, Kashi, Easton Sports, and the Turks & Caicos Tourism Board, among many others. For more information, call (619) 234-0345 or visit www.formulapr.com.

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