



News Release

FOR IMMEDIATE RELEASE
February 29, 2008

Contact: Teresa Todd
McCabe Todd Consulting
Phone: 661.299.4000 (office)
661.510.1908 (cell)
Fax: 661.244.4990
Email: mccabetodd@gmail.com

Lil Lepore
Vino 100 Valencia
(661) 294-6886

VINO 100 VALENCIA NAMED OFFICIAL WINE SPONSOR OF AT&T CHAMPIONS CLASSIC

VALENCIA, CALIFORNIA (February 29, 2008) – For the second consecutive year, VINO 100 Valencia has been named the official wine sponsor of the Champions Tour AT&T Champions Classic to be held March 10-16 at the Valencia Country Club, 27330 Tourney Road in Valencia.

Participants and spectators at this year's AT&T Champions Classic will have several wine buying opportunities while on the course. VINO 100 will pour wine tastings in the Spectators' Lounge next to the putting green Friday thru Sunday, March 14-16. Visitors may also order selected wines tasted at the event.

As an official sponsor, VINO 100 is offering customers two complimentary tickets to the golf tournament with enrollment in one of their Private Selection Wine Clubs before March 15. The VINO 100 wine clubs are designed to cater to every level of wine lover featuring the best hand-selected wines produced by small artisan wineries.

Two levels of membership are available: the Prima level offering distinctive wines from classic wine regions from the United States and around the world or the Ultima level featuring premium, hard to find wines produced in limited quantities from boutique wineries and vineyards.

February 29, 2008

Page 2

Each membership level includes two bottles of hand-selected wines (typically one red and one white) shipped monthly accompanied by tasting notes and wine pairing recipes, as well as informative notes on the wineries and vineyards. Members receive a 5 percent discount on in-store purchases of wine, gifts and accessories, in addition to wine classes, tastings and special events.

Vino 100 carries an impressive selection of domestic, California and international wines and products. "We know our customers are looking for exceptional quality as well as affordable prices," said co-owner Shari Frazier. "At Vino 100 Valencia, you'll enjoy buying wine as much you will enjoy drinking it."

Vino 100 is located at 28112 Newhall Ranch Road at the intersection of Copper Hill Drive in Valencia. For more information, call (661) 294-6886 or visit www.vino100valencia.com.

#

ABOUT VINO 100 VALENCIA

Vino 100, Santa Clarita's wine specialty store, is a locally owned and operated franchise offering boutique, handcrafted wines from small, artisan vineyards, as well as a large selection of wine gifts and accessories. Weekly tastings, monthly events and multi-tiered wine clubs are available giving customers the opportunity to taste and enjoy special wines from around the world at affordable prices. Co-owners Lil Lepore and Shari Frazier opened the store in September 2006; Vino 100 Valencia received the Santa Clarita Valley Chamber of Commerce nomination as Small Business of the Year in 2007. Lepore and Frazier also host the popular wine web log, Two Women on Wine. www.twowomenonwine.sosblog.com | www.vino100valencia.com

ABOUT AT&T TOURNAMENT CHAMPIONS CLASSIC

The AT&T Tournament Champions Classic is the premier PGA Tour Champions Golf event in Los Angeles featuring some of the greatest names in golf, including Raymond Floyd, Tom Kite, Jay Haas, Mark O'Meara and several more. The 2008 tournament will be played March 10 - 16 at Valencia Country Club, with proceeds to benefit several local charities. For more information about the AT&T Champions Classic, call 661-260-1897 or visit www.attchampionsclassic.com