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**FOR:**

**Frank Family Vineyards**

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**CAST YOUR VOTE WITH FRANK FAMILY VINEYARDS AND GEENA DAVIS, AND WIN A WALK-ON ROLE ON ABC'S HIT SERIES "COMMANDER IN CHIEF" AT AUCTION NAPA VALLEY JUNE 3<sup>rd</sup> 2006**

***Blockbuster Auction Lot Includes Stately Cabernets from Frank Family Vineyards and Promise, Luxury Accommodations at the Regent Beverly Wilshire, Dinner at Grace hosted by Critically-Acclaimed Chef Neal Fraser and Golden Globe-Winning Actress Geena Davis***

(February 14, 2006—Calistoga, CA)—Frank Family Vineyards today announced that Rich Frank, Co-Owner of Frank Family Vineyards, Chairman of The Firm, and former President of Disney Studios has partnered with Steve McPherson, President of ABC Television, Golden Globe-winning actress Geena Davis, critically-acclaimed Chef Neal Fraser and the Regent Beverly Wilshire, a Four Seasons Hotel, to offer a smash hit auction lot at this year's Auction Napa Valley, to be held at Meadowood Napa Valley resort June 3, 2006.

The Frank Family Vineyards' lot is one of about fifty live lots offered at the auction, an annual fundraiser for local charities in the Napa Valley. "Steve McPherson and I are making a wine together called 'Promise'—a very limited production (200 cases) Cabernet Sauvignon that will be released with the 2004 vintage next year. We introduced the wine last year with a lot featuring Teri Hatcher and 'Desperate Housewives.' It was such a big hit—our lot (sold twice) fetched \$580K—so we decided to bring it back again, along with a bit of Hollywood dazzle to raise some money for local charities. Geena Davis loves wine country—she was married up here. She's planning to come to the auction as well," commented Frank Family Vineyards Owner Rich Frank.

The auction lot invites the winning bidder of the Frank Family lot to take his or her political experience and cast their vote at the winery as winemaker Todd Graff, Steve and Rich legislate the final blend of the inaugural release of Promise (2004). The winner will then take home a 12-bottle case—a wine that is destined to make history—as well as a five-year vertical collection of etched magnum bottles of Frank Family Vineyard's "Winston Hill" (1999-2003).

The highlight of Frank Family's lot features a celebrity-packed stay in Los Angeles for six with a stretch limo, luxurious suites at the Regent Beverly Wilshire for two nights and a once-in-a-lifetime walk-on role on ABC's hit series "Commander In Chief." The winner will then take a seat at the commander's table at Los Angeles' critically-acclaimed Grace restaurant with a dinner hosted by Geena Davis, Steve McPherson and Rich Frank. Chef Neal Fraser will prepare a history-making feast and the stately Frank Family wines will flow.

For more information and for tickets to Auction Napa Valley, go to [www.napavintners.com](http://www.napavintners.com).

### **About Grace**

Neal Fraser is one of Los Angeles' most revolutionary chefs whose cuisine has been heralded by local and national media since his earliest days in the kitchen. Fraser's contemporary American fare perfectly marries the highest quality seasonal ingredients with his highly skilled and nuanced use of complementing and contrasting flavors and textures. In the January 2006, Fraser became the first Los Angeles-based chef to compete and win against one of the Food Network's heralded "Iron Chefs." Grace is located at 7360 Beverly Boulevard in Los Angeles for more information about Grace, go to [www.gracerestaurant.com](http://www.gracerestaurant.com) or call 323.934.4400.



### **About The Regent Beverly Wilshire, a Four Seasons Hotel**

The Regent Beverly Wilshire is an oasis of elegance, warmth and impeccable service at one of the world's most famous intersections, Rodeo Drive and Wilshire Boulevard. Currently, its splendor is being further enhanced by an impressive refurbishment, perfectly blending tradition and trend with a dignity that only comes with experience. This year will bring a new Wolfgang Puck restaurant, designed by Richard Meier, along with an 8,000 square-foot Spa spearheaded by ESPA. Modern and elegant, The Blvd offers breakfast, lunch and dinner and provides the perfect place to see and be seen. With its European charm, 21st-century technologies and the Four Seasons ethic of attentive care, The Regent Beverly Wilshire is the preferred address in Beverly Hills. For more information, go to [www.fourseasons.com](http://www.fourseasons.com) or call 310.275.5200.



### **About Frank Family Vineyards**

Frank Family Vineyards is located in the historic Larkmead winery in Napa Valley (the 3rd oldest winery in Napa), and is well known for producing excellent Chardonnay and Cabernet Sauvignon. The highly acclaimed Rutherford Reserve Cabernet Sauvignon and Winston Hill Cabernet Sauvignon are made from fruit grown on Rich Frank's steep Rutherford hillside estate, Winston Hill.



Frank Family's national distribution is growing due to market demand, and their wines may be found in at least 25 states throughout the country. In addition to the nationally distributed Chardonnay, Zinfandel, Cabernet Sauvignon and Rutherford Reserve Cabernet Sauvignon, the winery produces small quantities of, Sangiovese, Reserve Pinot Noir, Reserve Chardonnay and Port, which are sold only at the winery.

Once owned by Hans Kornell, the winery originally secured its reputation with sparkling wines. Five sparkling wines are handcrafted today in the old stone building: Brut, Blanc de Blancs, Blanc de Noirs, Rouge and Reserve. All of these are made in the traditional French *methode champenoise* style.

Located at 1091 Larkmead Lane in Calistoga, Frank Family Vineyards is open to the public daily from 10:00 am to 5:00 p.m. No appointment is necessary for a tasting, and there is no charge for a tasting or tour. Tours are available Tuesday through Thursday at 11am and 1pm. Please visit [www.frankfamilyvineyards.com](http://www.frankfamilyvineyards.com) or contact Dennis Zablosky at 800.574.9463 for more information.

**FOR MORE INFORMATION, PLEASE CONTACT JARVIS COMMUNICATIONS AT 310.313.6374**