

NEWS RELEASE

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Prominent Miami Lawyer Launches Wine Brand - Matabella *Family Wine-Making becomes more than a hobby; Local Lawyer Acquires Long Island Vineyard and Launches Matabella Vineyards Family of Wines*

Miami, FL (January 21, 2009) – Prominent Miami Lawyer Mark Tobin and his wife Christine Ferrari Tobin, recently introduced their new wine brand **Matabella**, an old world style wine from their Vineyard in Long Island, New York, to the South Florida market.

“After 4 years of nurturing and aging, we are finally able to introduce our wines to the market,” said Tobin, a partner in the private property rights law firm of Brigham Moore, LLP. “We are extremely proud of what is in our bottles.”

Matabella Vineyards currently produces three wines, two red wines and one white wine. A fourth wine, a French provincial style rosé, will be introduced in the summer of 2009.

“The wines from Matabella Vineyards are very well made, well balanced, old-world style wines that afford great value,” said Chip Cassidy, Internationally acclaimed wine expert and wine judge at the world’s most prestigious wine competitions. “These wines have been well received by the clientele at Crown Wine & Spirits.”

The premier Matabella wine and American Fine Wine Competition winner, garnering a Silver Medal in the double-blind taste test competition, their 2005 Old World Blend. This wine is a classic Bordeaux blend of Merlot, Cabernet Franc and Cabernet Sauvignon, filled with blackberry, dark plum and blueberry flavors. Aged only in the finest French Oak, the wine enjoys feminine tannins with hints of coffee and chocolate flavors. The result is an elegant, balanced, food friendly wine which retails for \$29.95.

Matabella Familia wine is a blend of Merlot and Cabernet Franc – similar to that one would find in a café in Europe. This wine has dark fruit flavors, a hint of oak, soft tannins and is food friendly. The red Familia wine retails for \$13.95

Matabella Vineyards also produces a Chablis style chardonnay. This wine is made with French Dijon clone of chardonnay and enjoys ripe pear, apple and lemon flavor. The wine has a clean, crisp, refreshing finish and beautiful minerality, retailing for \$13.95.

"Talk about Genuine! Here is the real deal," said Michael Schwartz, of Michael's Genuine Food & Drink and 2009 James Beard Award Finalist. "Mattebella Vineyards produces wines made with passion, restraint and thoughtfulness in an old world style. Exactly what I want to be drinking, always."

Tobin oversees all production and winemaking, which takes place in a state-of-the-art custom crushing facility with the guidance of an internationally trained master vintner.

Mattebella Vineyards is dedicated to sustainable farming practices, and a cleaner, safer, environmentally friendly form of farming. "This is our commitment and we have eliminated the use of herbicides and incorporated the use of organic fertilizers," said Christine Ferrari Tobin, who oversees the vineyard with guidance from a vineyard management expert trained in Europe.

"The microclimate on the North Fork of Long Island is similar to Bordeaux's Maritime cool and temperate climate – and the wines reflect that," said Tobin. "It is more accurate to characterize this region as Bordeaux West as opposed to Napa East," said Tobin.

The Mattebella story began over a decade ago in the garage of the Tobin's beach house in the Hamptons, where together with friends and extended family, they crushed grapes in their bare feet and made their own wines. They made old world style wine the way Italian families have for generations and in the manner he was taught by his Italian Father-in-Law. Having enjoyed the tradition and love of European style wines so much, they bought their own 22-acre Vineyard in the town of Southold, NY on Long Island in 2005 and thus, Mattebella wine was born. The name Mattebella was inspired by a combination of the Tobin's children's names – Matthew and Isabella.

Mattebella Vineyards is located on the North Fork of Long Island in New York. Corporate headquarters is located in Miami Beach. The Mattebella brand is available at all 31 Crown Wine & Spirits locations and can be ordered online at www.crownwineandspirits.com, it is also available at upscale restaurants in South Florida and New York. For more information on the Mattebella brand or to order, please call 888. MATTEBELLA (628-8323) or visit www.mattebellavineyards.com.

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