

NEWS RELEASE

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MATTEBELLA VINEYARDS INTRODUCES NEWEST ADDITION TO WINE BRAND – ROSÉ

Fourth addition enhances the Mattebella collection of old-world style wines

MIAMI, FL / LONG ISLAND, NY (October 13, 2009) – Mark and Christine Tobin, Proprietors of Mattebella Vineyards, a small family farm committed to making wine of the highest quality, is proud to introduce the newest addition to the Mattebella Wine Brand – a Rosé.

“We were humbled by the overwhelmingly positive response we received from the launch of our initial three wines, and decided to make a dry Rosé,” said Mark Tobin. “The Rosé is a great addition to our collection and is consistent with our philosophy of making old world style wines that pair well with a wide variety of foods, are made via sustainable farming and afford great value.”

The Rosé is made from European Clones of predominately Merlot (Pomerol) with a very a small amount of Cabernet Franc added, grown in Mattebella’s single vineyard on the North Fork of Long Island, New York, benefiting from the region’s cool, maritime climate. Mattebella’s commitment to a cleaner, environmentally-friendly form of farming helps to produce a rich and pure fruit, which is transparent with every sip. Reminiscent of the great Rosé wines of Provence, France, this wine has a salmon pink hue, mixed red berry fruit aromas that flow onto the palate and a light, refreshing, dry finish. The Rosé retails for \$14.95 and is available in upscale restaurants in the Florida and New York area, such as Michael’s Genuine, Pacific Time and Michy’s in Miami, Starr Boggs in New York / The Hamptons and the Mattebella Vineyards website (www.mattebellavineyards.com).

The 2008 Rosé, which almost immediately sold out in Miami and the Hamptons is still available in limited quantities. Mattebella Vineyards will be introducing the 2009 Rosé later this Fall and will be widely available.

Tobin, along with his wife Christine Ferrari Tobin, recently introduced their new wine brand Mattebella, an old world style wine from their Vineyard in Long Island, New York, to the South Florida and New York markets.

Mattebella Vineyards currently produces three other wines, two red wines and one white wine. The premier Mattebella wine and American Fine Wine Competition winner (Bordeaux wine category), garnering a Silver Medal in the double-blind taste test competition, is 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.

More

****Rose Launch, continued****

Mattebella Famiglia 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 Famiglia wine retails for \$14.95.

Mattebella 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 \$14.95. Both Mattebella Famiglia Red and White received a silver medal in the New York State Fair and the Wine Classic.

The Mattebella story began more than 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 upscale restaurants and wine shops in South Florida and New York and can be ordered on the Mattebella Vineyards web site. 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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