

PRESS RELEASE FOR IMMEDIATE RELEASE

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LIEB CELLARS RELEASES SECOND MERLOT WITH A MISSION

White Merlot is released in support of the Carol M. Baldwin Breast Cancer Research Fund

(MATTITUCK, N.Y. MARCH 3, 2009) WHITE IS THE NEW RED!

Our second release of this special white wine made from a red grape is exceptional in two ways.

First, the 2008 Merlot Blanc (white merlot) is created using a particular process similar to fine Champagne. Made from the red Merlot grape, the fruit is harvested early in the season, and delicately crushed to extract the most concentrated juice; full of bright fruit flavors and balanced acidity. The juice has no contact to the red skins of the grape, resulting in the wines light color.



In addition to its uniqueness, this wine also has an important charitable mission. It follows on the heels of the September Mission Merlot, a red merlot created to assist in raising funds for the September's Mission Foundation, a non profit organization dedicated to supporting efforts to help families who lost loved ones on Sept 11.

The Lieb 2008 Merlot Blanc has been created with a promise to The Carol M. Baldwin Breast Cancer Research Fund. Proceeds of this exclusive wine will help support both new and established researchers investigating the causes, prevention and treatment of breast cancer. This research will include—but not be limited to—studies of the genetic, molecular, cellular and environmental factors involved in the development and progression of breast cancer; application of the knowledge thus gained to educate medical professionals and increase public awareness for the prevention, detection and treatment of breast cancer; and studies of the outcomes of breast cancer detection and treatment on the patient, their families and society.

We are both proud and honored to participate in this very special cause. For more information or to purchase these wines visit www.liebcellars.com or call 631.734.1100. Together we will find a cure.

ABOUT THE CAROL M. BALDWIN BREAST CANCER RESEARCH FUND

The Carol M. Baldwin Breast Cancer Research Fund is committed to battling breast cancer by supporting both new and established researchers. To date, the Carol M. Baldwin Breast Cancer Research Fund has awarded more than 72 research grants totalling an excess of \$3.5 million to medical research.

ABOUT LIEB CELLARS

Lieb Family Cellars' award winning wines are found at many of the finest restaurants and wine shops from Manhattan to Montauk and are self distributed within New York State. Founded by Mark and Kathy Lieb, who purchased their first 20 acres in 1992, their hand-tended, herbicide-free vineyard has grown to 50 acres in Cutchogue and produces more than 7,000 cases of wine annually. Estate-bottled Cabernet Franc, Chardonnay, Meritage, Merlot, Pinot Blanc, Rosé, and Blanc de Blancs sparkling wine can be tasted and purchased at the Lieb Cellars tasting room or on the website at www.liebcellars.com

ABOUT THE SEPTEMBER'S MISSION FOUNDATION

September's Mission is to support the development of a memorial park on the former WTC site that ties into the overall redevelopment of Lower Manhattan, and to ensure its future sustainability through public/private partnerships. September's Mission is committed to working with the families, Manhattan residents, businesses and public officials to ensure that the future of the WTC site not only honors the lives that were lost on September 11, but serves all New Yorkers for generations to come.