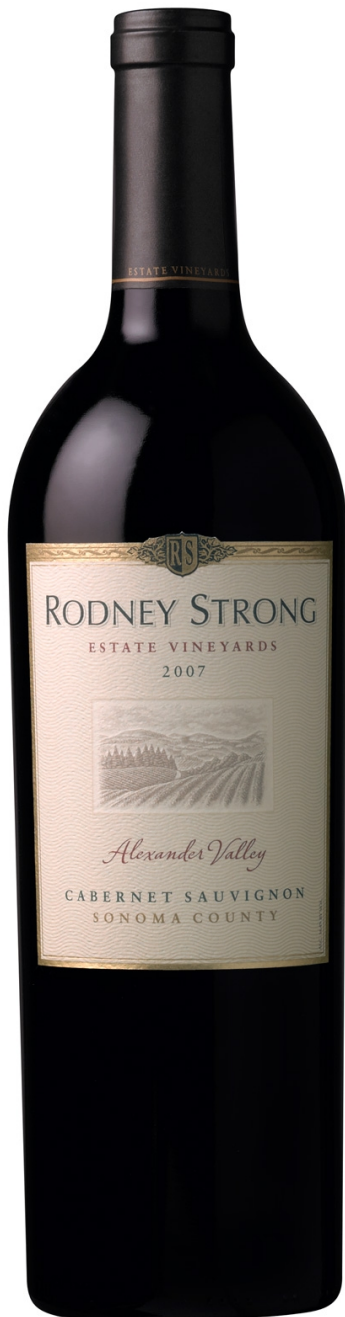


Grow Sales *with* Rodney Strong

2007 Estate Cabernet Sauvignon, Alexander Valley



Strong Indicators

- ☞ Rodney Strong is growing at 14% vs. the category at 2%¹
- ☞ Over 50 years of Winemaking in Sonoma County
 20 years Klein Family Owned
 30 years Rick Sayre as Winemaker
- ☞ 100% Sonoma County Appellation Wines
- ☞ 13 Estate Vineyards in Russian River, Alexander Valley, Chalk Hill and Sonoma Coast appellations.



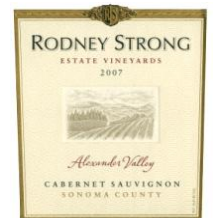
Strong Green Practices

- ☞ Carbon Neutral
 - ☞ Sustainably Farmed
 - ☞ Solar Power
 - ☞ Fish Friendly Farming®
- www.rodneystrong.com/green



Packaging Update

- ☞ New label design showcases "Place" and evokes the true essence of Alexander Valley
- ☞ In Market: Now



91 points
Wine & Spirits
 MAGAZINE

December 2009

★★★★★
RESTAURANT WINE
 BUYING SELLING SERVING
The Full Service Guide to On-Sale Beverage Profits

September 2009

88 points
WINE ENTHUSIAST
 MAGAZINE

December 2009

¹ Source: AC Nielsen, 52 weeks ending 01/09/10, Total US over \$2MM - FOOD