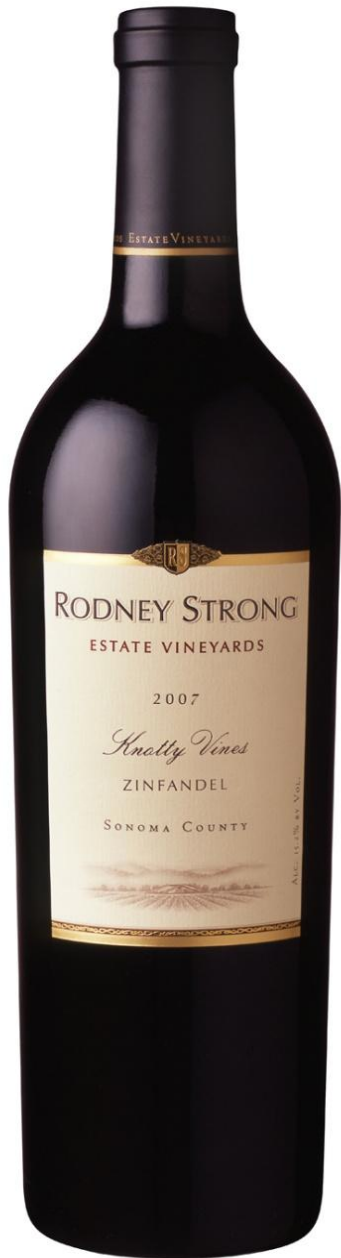




Grow Sales *with* Rodney Strong

2007 Estate Knotty Vines Zinfandel



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.



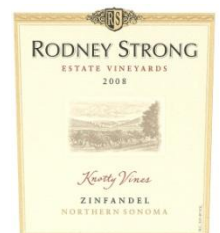
Strong Green Practices

- ⌘ 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: June 2010



90 points
Wine & Spirits
MAGAZINE
October 2009

Gold Medal
California State Fair
October 2009

"Exceptional"

Dan Berger's Vintage Experiences
The Weekly Wine Commentary

July 2009

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