



RODNEY STRONG

Vineyards

Press Release

RODNEY STRONG VINEYARDS GETS OVER 85,000 PEOPLE TO TAKE THE GREEN LIGHT PLEDGE

Winery and Partner, ClimateSmart, Increase Free Bulbs by 500% and Still Run Out

Contacts

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April 7, 2011 - Healdsburg, CA: Rodney Strong Vineyards Green Light Pledge program, where the winery provided an energy efficient CFL bulb to people that pledged to change out a standard incandescent, garnered over 85,000 pledges in just over a month causing the winery to run out of the free CFL bulbs. Planned to run through March and April, the winery's pledge page surged with activity due to social media and other causes earlier this week (Monday, April 4, 2011). The winery quickly went to work with their partner ClimateSmart, to drum up more CFL bulbs. ClimateSmart is a non-profit run through PG&E that helps balance out green house gas (GHG) emissions through environmental conservation, restoration and protection projects in California. Together, the companies' commitment to CFL bulbs increased 500% and will reduce CO2 emissions by over 8.5 million pounds.

Rodney Strong Vineyards and ClimateSmart encourage people to still make the pledge. The program's goal was to increase awareness about reducing CO2 emissions and energy savings. Changing just one bulb in your home will reduce your CO2 output by 721 pounds over the lifetime of the CFL bulb, use 75-80% less electricity and last up to 10 times longer than a regular incandescent bulb.

Visit <http://greenlight.rodneystrong.com/> to take the pledge.

CFL facts:

- Compact fluorescents emit the same light as classic incandescents but use 75% or 80% less electricity, and last up to 10 times longer.
- If every household in Sonoma County replaced just one bulb, it would save nearly 124 million pounds of CO2 per year.
- If every household in California replaced just one bulb, it would save over 8 billion pounds of CO2 from being released.
- And if every household in the country swapped just one ordinary bulb for an energy-efficient bulb, it would save nearly 77 billion lbs of CO2 from being released.

As a family owned winery with California farming roots dating back four generations, sustainability has always been an important part of our values. In 2003 we installed a solar electric system on top of our barrel warehouse. The system generates enough energy to power 800 homes and reduces our dependence on the power grid by 35%. In addition, we added custom lighting that uses motion sensors and energy efficient fixtures to reduce energy use, minimize heat output in climate sensitive locations and optimize light quality. In 2009, we became Sonoma County's first carbon neutral winery.

Rodney Strong Vineyards is dedicated to crafting world-class wines that capture the essence of Sonoma County. Rodney Strong sustainably farms 14 estate vineyards and produces wines from Sonoma County's finest appellations – Alexander Valley, Russian River Valley and Chalk Hill. The winery was founded in 1959 by Sonoma County wine pioneer Rodney D. Strong as the 13th bonded winery in the county. It was purchased by the Klein family, a fourth generation California agricultural family, in 1989. The company aspires to conserve and protect the environment in all its operations.
