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J. LOHR NAMES KEY EXECUTIVES FOR ITS WINERY AND VINEYARD OPERATIONS

Veteran J. Lohr winemaker Jeff Meier appointed EVP/COO, J. Lohr Winery; Steve Lohr to lead vineyard operations as EVP/COO, J. Lohr Vineyards

SAN JOSE, Calif. – June 17, 2009 – J. Lohr Vineyards & Wines today announced two key appointments in the company’s winery and vineyard operations, as well as additional executive leadership positions within the company. Senior Vice President (SVP) of Winemaking Jeff Meier is being promoted to executive vice president/chief operating officer of J. Lohr Winery, with facilities located in Paso Robles and San Jose. SVP of Planning & Development Steve Lohr will assume complementary responsibilities as executive vice president/chief operating officer of J. Lohr Vineyards, which has extensive vineyard holdings in the coveted California winegrowing regions of Paso Robles, Monterey County’s Arroyo Seco, and Napa Valley. Owner Jerry Lohr remains president and board chairman of the private company he co-founded nearly 40 years ago.

In addition, four new vice presidents were appointed and will be reporting to current SVP of Sales Ken Lee: VP of Domestic Sales Richard Blatterman; VP of International Sales Craig Rosser; VP of National Accounts Craig Miller, and VP of Sales Services/Direct Sales Cindy Paup. These four new appointees have a combined contribution to J. Lohr of more than 68 years, a longevity milestone few in the industry can claim.

“These new appointments reflect a natural evolution in J. Lohr’s internal leadership and formally recognize the long-standing commitment of J. Lohr’s family of employees,” said Barry Fernald, board director with J. Lohr. “We’re tapping the intellect and experience that are the foundation of J. Lohr’s reputation, and focusing on the future of our business by emphasizing our core values of excellence and service, respect for our employees, suppliers and customers, and the long-term health of our company and the environment.”

Jeff Meier’s legacy as a world-class winemaker has seen him through twenty-five harvests with J. Lohr and myriad technology and winemaking innovations. In addition, the partnership between Meier and Jerry Lohr has yielded such celebrated brands as *J. Lohr Estates*, *J. Lohr Vineyard Series* and *J. Lohr*

Cuvée Series, each invoking the best possible flavors from J. Lohr's 3,000 acres of estate vineyards. As EVP/COO, J. Lohr Winery, Meier will continue to direct all aspects of winemaking, as well as lead efforts in sales, marketing, operations and production.

J. Lohr Vineyards & Wines now stands as one of the few private producers to employ the talents of the entire second generation of one of its founders. Jerry Lohr's son, Steve Lohr, is three-time board chair of the Paso Robles Wine Country Alliance (PRWCA), and is actively involved in regional and national efforts to champion the Paso Robles AVA as well as the California wine industry as board director with the Wine Institute. Steve also leverages his engineering, sales and financial background from his work with J. Lohr Properties, a custom-home building and development business founded in 1964 by Jerry Lohr. As EVP/COO, J. Lohr Vineyards, Steve will oversee the acquisition, development and management of all J. Lohr vineyard holdings. Daughter Cynthia Lohr, who joined the company in 2002 after a successful career in technology marketing, has been promoted from director of communications to vice president of marketing, and son Lawrence Lohr, who joined the company in 2005, has been named J. Lohr's director of wine education.

"To uphold our mission of producing flavorful wines that are the finest examples of quality and value from our given appellations requires having faith in the strongest team possible," said Jerry Lohr. "Having worked alongside Jeff and Steve for many years, I have the utmost faith in their abilities. Each brings extensive knowledge, expertise and industry presence, and their combined efforts will ensure a strong, dynamic future for J. Lohr."

Founded more than three decades ago by Jerry Lohr, J. Lohr Vineyards & Wines crafts a full line of internationally-recognized wines from its 3,000 acres of estate vineyards in Paso Robles, Monterey County, and the Napa Valley. Offering an expressive range of styles, J. Lohr produces three tiers of signature wines showcasing its estate grapes – *J. Lohr Estates*, *J. Lohr Vineyard Series* and *J. Lohr Cuvée Series*. J. Lohr also produces an array of flavorful wines under its Cypress Vineyards, ARIEL (non-alcoholic) and Painter Bridge labels.

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