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J. LOHR CELEBRATES THE 10TH ANNIVERSARY OF ITS PASO ROBLES WINE CENTER WITH A FUNDRAISER FOR THE DONNA VAN NOY BREAST CANCER CARE FUND

Event builds on J. Lohr's commitment to the cause of early breast cancer detection and the winery's national program to fund mammograms for women in need

PASO ROBLES, Calif – September 28, 2011 – On Sunday, October 9th between 11 a.m. and 2 p.m., J. Lohr Vineyards & Wines and the J. Lohr family will celebrate 10 years of sharing their vineyard-driven wines with friends, visitors and the Paso Robles community during a special complimentary event at the J. Lohr Paso Robles Wine Center. This 10th anniversary celebration will also be a fundraiser in support of the Donna Van Noy Breast Cancer Care Fund. In addition to a silent auction benefiting this local charity, the J. Lohr Wine Center, which will be open that day for normal business hours, will also directly donate 10 percent of the day's total revenue to the Donna Van Noy Breast Cancer Care Fund. An additional \$2 will be donated to the fund from every bottle purchased at the event of J. Lohr *Gesture* Grenache Rosé, J. Lohr Carol's Vineyard Cabernet Sauvignon and J. Lohr Carol's Vineyard Sauvignon Blanc, with a separate \$2 donation for each Carol's Vineyard wine sold going to the National Breast Cancer Foundation. The celebration will include winery tours, wine tastings and appetizers by local favorite, Splash Café. Reservations are available by contacting prevents@jlohr.com.

“October is National Breast Cancer Awareness Month, and we wanted our 10th anniversary event to champion the cause of breast cancer education and detection here in our community,” said J. Lohr VP Marketing Cynthia Lohr. “The Donna Van Noy Breast Cancer Care Fund is doing great work in the San Luis Obispo County area on behalf of women who are unable to afford prostheses and breast cancer-related treatment needs. On a personal level, we are proud to honor the fund's namesake, Donna Van Noy. Not only did she play a key role in establishing this fund, everyone who knew her was struck by her vital spirit and her desire to empower other women in their respective fights against breast cancer.”

October will also mark the beginning of the third year of J. Lohr's groundbreaking, national *Touching Lives* campaign. *Touching Lives* was originally unveiled by J. Lohr in October 2009 as a partnership with the National Breast Cancer Foundation (NBCF), with \$2 from the sale of every bottle of J. Lohr Carol's Vineyard Cabernet Sauvignon going directly to fund mammograms for 500 women in need. The following year, J. Lohr expanded the program to include both the J. Lohr Carol's Vineyard Cabernet Sauvignon (\$40 SRP) and J. Lohr Carol's Vineyard Sauvignon Blanc (\$24 SRP), with more than 2000

mammograms funded to date. For 2011/2012, the *Touching 2000 Lives* campaign will continue to donate \$2 from the sale of every bottle of any vintage of J. Lohr Carol's Vineyard wines to fund mammograms for women who would otherwise be unable to afford them.

Breast Cancer will impact one out of every eight women—along with those who love them—at some point in their lifetimes. Research indicates that early detection and treatment are essential to combating this disease, and annual mammograms are often an essential first step toward survival.

To learn more about the J. Lohr Paso Robles Wine Center 10th Anniversary event or the *Touching 2000 Lives* campaign, please visit jlohr.com.

About the Donna Van Noy Breast Cancer Care Fund (www.enhancementinc.org)

The Donna Van Noy Breast Cancer Care Fund assists women in the San Luis Obispo County area who are unable to afford prostheses, lymphedema treatment supplies or any breast cancer-related treatment needs. The fund was created in 2008 from a generous donation by the Central Coast Women's League. It is named in honor of Donna Van Noy. Donna, who was the volunteer in charge of the paperwork for the fund, recently lost her valiant 14-year battle with breast cancer.

About J. Lohr Vineyards & Wines (www.jlohr.com)

J. Lohr Vineyards & Wines was founded in 1972 by Jerry Lohr, who was raised on a South Dakota farm, and has spent six decades actively farming—experience that informs J. Lohr's respect for the land and focus on sustainability. J. Lohr Vineyards & Wines makes a full line of internationally recognized wines from nearly 3,700 acres of estate vineyards in Paso Robles, Monterey County and the Napa Valley. Offering an expressive range of styles, J. Lohr produces four tiers of signature wines: *J. Lohr Estates*, *J. Lohr Vineyard Series*, *J. Lohr Cuvée Series* and *J. Lohr Gesture*. J. Lohr also produces an array of flavorful wines under its Cypress Vineyards, ARIEL (non-alcoholic) and Painter Bridge labels.

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