

Press Contact:

Lea Pierce, National Women's Wine Competition
707-568-3800 or info@nwwc.info

Winery Contact:

Pamo Valley Winery
Jennifer Jenkin
760-788-0920 or info@pamovalleyvineyards.com



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**PAMO VALLEY WINERY WINS SILVER IN
FIRST WOMEN'S WINE COMPETITION**

All-Star Panel of Women Judges Singles Out Pamo Valley Winery at Inaugural Competition

SANTA ROSA, CA, March 28, 2007 – An all-star panel of all-women judges determined that Pamo Valley wines were worthy of a silver medal. Pamo Valley Winery competed against over 1850 wines entered from a total of 523 wineries from 31 states in the first-ever National Women's Wine Competition™, which concluded recently in Santa Rosa, CA.

The following Pamo Valley vintages won medals at the competition:

SILVER
PAMO VALLEY
CABERNET SAUVIGNON 2005

Pamo Valley Winery has earned the right to say that these exceptional vintages are Certified Women Love It!™ wines," according to Lea Pierce, Director and founder of the National Women's Wine Competition." These wines beat out many well-known brands that also competed, but simply did not earn medals in this competition," Pierce added.

"The judges brought world-class palates to the task of judging over 1850 entries, and found that Pamo Valley wines are winners," she said.

The National Women's Wine Competition was created to recognize the growing influence women have on the wine industry and to help provide a "woman-to-woman roadmap of the wine marketplace," Pierce said. The majority of wine purchases in the U.S. are made by female consumers, and the ranks of female winemakers and other wine industry professionals are growing rapidly. Yet most wine competitions are judged predominantly by men, and the wine media tends to be dominated by men. The National Women's Wine Competition is the first competition that puts the female palate front and center at the judging table.

"Women have spoken," Pierce added. "The winning wines span the full spectrum of varieties, tastes, and styles, yet all shared the characteristics of balance and elegance."

Award-winning wineries have earned the right to display Women Love It!™ and "NWWC 2007 Winner™" symbols on their bottles and websites.

According to Pierce, if any conclusions can be drawn from this competition, it is that women love a wide variety of tastes and styles. A total of 816 bronze, silver, and gold medals were awarded across an A to Z spectrum of exemplary wines, plus Double Gold, Gold/Best of Class, Sweepstakes, and Judge's Choice awards were also given.

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Photos are available by request. Contact Lea Pierce at info@nwwc.info.

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