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FOR:

Hope Family Wines

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"WINE DJ", THE NEW LIBERTY SCHOOL IPHONE APP FROM HOPE FAMILY WINES LAUNCHES AS THE FIRST APP TO HIT THE WINE AISLE
Retail Program Geared Towards Millennials Offers "Music to Match Your Spirits"

(November 16, 2009; Paso Robles, CA)—Hope Family Wines, a family-run wine producer with over 30 years of grape growing experience in Paso Robles, is inviting consumers to drink to a new beat. Today Winemaker and President Austin Hope announced the launch of Wine DJ, the Liberty School iPhone application created to build a playlist of "Music to Match Your Spirits" based on mood, setting and which Liberty School wine is being consumed. **The app is available for download** free via Apple's app store and on Apple's iTunes.

Upon launching the app, users are prompted to choose a Liberty School wine and are then presented with a series of sliders to adjust variables that correspond with their situation. Users will choose from settings such as "Candle Light/Strobe Light" and "Flying Solo/Entourage" and the app will stream a custom-made playlist. With music sourced from GrooveShark.com, the potential for unique playlists are immense. The app comes bundled with extensive information on Liberty School including tasting notes (both "what the people say" and "what the experts say") and a map feature that shows the nearest retailers who carry the wine.



The Liberty School WINE DJ app is a retail program which combines technology, music and affordable wines to reach the Millennial generation

"The Wine DJ app offers something original, fun and valuable to our customers," says Hope. "Who hasn't wondered what wine to open on a date, or what music to play at a dinner party? The Wine DJ app facilitates any music and wine scenario, and will hopefully attract new wine drinkers to discover the Hope

Family brands in the process,” he adds.

With the launch of the Wine DJ, Hope Family Wines is asserting its role as an innovative vintner by combining technology, music and affordable wines in a creative retail program geared toward the Millennial generation. According to the Wine Market Council, a non-profit association for the wine industry, the Millennial generation encompasses over 70 million people (born 1977-1998), which adds on average 5% more new adults to the U.S. population per year than did Generation X (Generation X totals just 44 million). Hope hired cutting-edge Los Angeles-based strategy, design and creative advertising agency 72andSunny to create and design the iPhone app, which will be supported by a shelf-talker and bottle necker that promote the app, which will change the way a wine communicates in the shopping aisle.

“Everyone wants to market to this group and every year, their buying power becomes more and more influential,” says Hope. “I believe the best way for Hope Family Wines to reach the younger generation is to embrace the world they live in, which is increasingly dominated by mobile products like the iPhone,” he adds.

When Chuck Hope and family moved from Bakersfield to Paso Robles in 1978 to grow grapes, they were among a handful of pioneering families who helped to shape and gain recognition for this distinctive winegrowing region. Over the past thirty years Hope Family Wines has served as a community ambassador and leader as Paso Robles rose in prominence to become one of California’s biggest winegrowing regions. In recent years, Chuck Hope’s son Austin has infused a wealth of fresh ideas and a strong dose of youth to the Paso Robles wine scene.

The WINE DJ Liberty School iPhone app is compatible with several wines within the Hope Family Wines portfolio: Liberty School, Candor, and Treana. Liberty School produces a Cabernet Sauvignon (\$12), Syrah (\$12), and Chardonnay (\$12). Treana Red (\$50) is a blend of Cabernet Sauvignon and Syrah, and Treana White (\$25) is a blend of Marsanne and Viognier. The multi-vintage Candor label produces a Merlot and Zinfandel (\$18). Under the Austin Hope label, Hope Family Wines sells limited-production Grenache and Syrah (\$42).

About Hope Family Wines

Hope Family Wines is a family-owned and operated wine producer in Paso Robles, CA encompassing five brands: Liberty School, Candor, Treana, Austin Hope and Westside Wines. The Hope family arrived in Paso Robles in 1978 and began planting wine grapes. They were among a handful of pioneering families who helped to shape and gain recognition for this distinctive winegrowing region. After growing grapes and developing vineyards throughout the eighties and early nineties, they began producing estate wines under the Hope Farms label. They focused their farming efforts on varietals best suited to Paso Robles: Cabernet Sauvignon, Merlot and Syrah. Treana was founded in 1996, the same year the Liberty School brand became part of Hope family of wines. Over time it has become abundantly clear to the Hope family that Paso Robles is capable of producing world - class wines. Hope Family Wines has since added Austin Hope, Westside and Candor to their portfolio. They continue to craft elegant blends that capture the soul of their *terroir*. To learn more, go to www.hopefamilywines.com.

Visiting Hope Family Wines

After years of flying under the radar of tasting room enthusiasts, the Hope family opened their Tasting Cellar in March of 2009 to showcase their handcrafted wines. The Hope Family Wines Tasting Cellar is a contemporary take on a rustic barrel room and offers stunning views of the Hope Family Vineyard. Located in the Templeton Gap, just west of Paso Robles, the Tasting Cellar is accessible from US 101 by taking CA-46 West and turning right onto Arbor Road. Arbor Road will veer left and turn into Live Oak Road. The Tasting Cellar is located on the left hand side at 1585 Live Oak Rd.

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