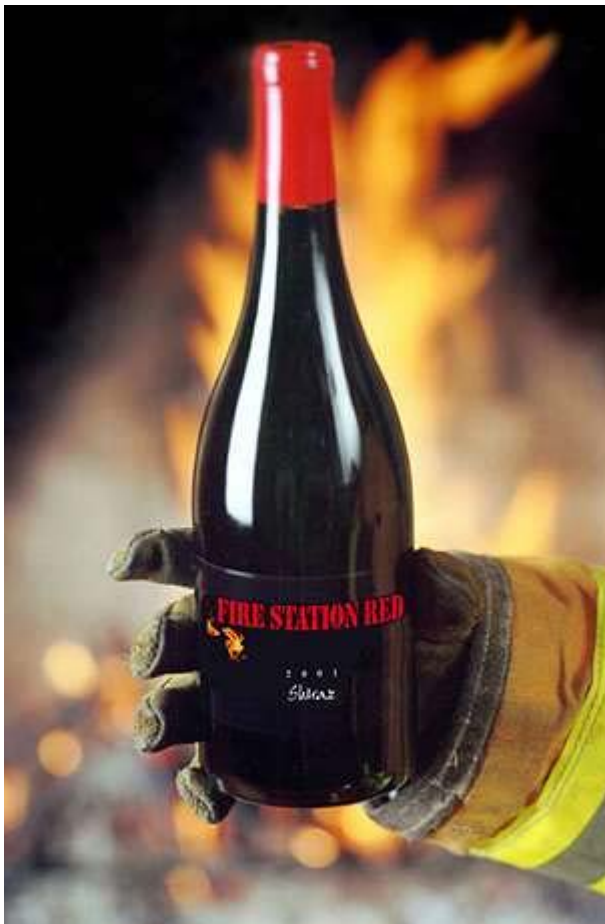




## Fire Station Red Shares The Bounty Assists Firefighters & Burn Centers



September 2006

**SONOMA COUNTY, CA**--Fire Station Red, a wine company with a deep commitment to producing exceptional wines with a serious cause, is assisting firefighters in efforts to raise much needed funds for fire service agencies across America. This year Fire Station Red will seek to help raise funds for departments and burn centers across America.

Gold Ridge Firefighter and vintner, John Drady and veteran winemaker Anthony Austin have joined forces to produce Fire Station Red wines. The combination of talent the duo brings to this project is remarkable.

It all started on the windblown and rolling terrain of the Sonoma Coast . . . harvest time of 2001. John Drady, a firefighter and vintner in the western reaches of Sonoma County, along with partner and winemaker, Anthony Austin, had just finished laying plans for their Sonoma Coast Vineyards Chardonnay, Pinot Noir, and Syrah. These wines would need extended

time in barrel to develop into mature and wonderful wines worthy of the Sonoma Coast Vineyards name and their ability to uphold the lofty reputation of the Sonoma Coast appellation. Most folks would have taken the time to rest, take a vacation, play a few rounds of golf – but this is where the Fire Station Red story begins...

The Gold Ridge Fire District in the heart of Sonoma County's Wine Country faces a challenge common to fire departments, both large and small. Staffed with dedicated and professional personnel but strapped for cash, these agencies struggle to pay for training and equipment necessary to protect the communities they serve.

To help generate additional funds for the Gold Ridge training program, Drady, a firefighter and officer of the local firefighters association, decided to do a limited bottling of wine that would salute Gold Ridge firefighters as well as firefighters everywhere. And so they produced the first release of 450 cases of the 2001 Fire Station Red Shiraz. Shortly after the wines were released, the phone began to ring--

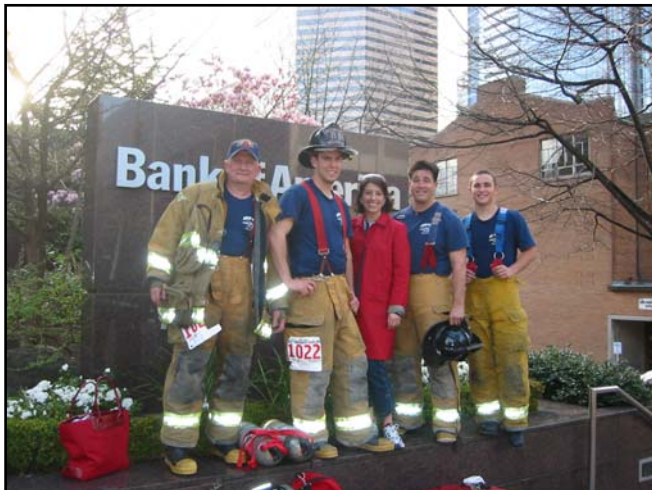
both wine lovers and members of the fire services family were calling. Many of these new fans were purchasing the Fire Station Red in the Bay Area and taking it back to their homes and friends in other parts of the country. From this response came the idea and the commitment to bring the wines of Fire Station Red to the rest of the nation and to expand the reach to help other fire departments. In addition, the Fire Station Red program became actively involved in assisting the fundraising efforts of numerous burn centers and burn foundations including both the Alisa Ann Rusch Burn Foundation and the Burn Institute in San Diego. "Nothing touches the heart of a firefighter more than seeing young kids who have been victimized by traumatic burn injury", explained Drady.

For the 2002 vintage, Drady and Austin took the proverbial leap of faith and produced nearly 5,000 cases of Fire Station Red Shiraz. As sales and acceptance continued to blossom, Drady began growing the reach of the Fire Station Red assistance to scores of fire departments, including some of the largest such as FDNY to small single engine volunteer departments in the mountain communities of Colorado.

For 2003, nearly 9,000 cases were produced of the 2003 Shiraz along with a limited bottling of 1,400 cases of Old Vine Zinfandel made from both Lodi and Amador County Zinfandel. "We had both trade and consumers asking us to do a second wine and making a first rate Zinfandel at a reasonable price seemed to tie the best into complimenting the Shiraz and the Fire Station Red story. Shiraz and Zin are both great wines for pairing with what we like to call hearty firefighter cuisine", stated Drady.

For information on how the Fire Station Red wines can assist fire service agencies in your area or for information regarding purchasing the Fire Station Red wines, visit [www.FireStationRed.com](http://www.FireStationRed.com) or contact John Drady at [john@sonomacoastvineyards.com](mailto:john@sonomacoastvineyards.com).

**Seattle Firefighters' Stair Climb  
Leukemia Foundation Fund Raiser**



John Drady (above left) with Fire Station Red "Gold Ridge Team" at 15th Annual Firefighters' Stair Climb at the Bank of American Building in Seattle. This annual event benefits the Leukemia Society as firefighters from across the country gather pledges sponsoring their climb of the 67 floors.