

FOR IMMEDIATE RELEASE

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Olympic Cellars Debuts *Our* HANDYMAN RED

Fourth release in award-winning Working Girl™ wine series is for the guys

Port Angeles, Wash, Feb. 10, 2005 – Olympic Cellars will debut its newest wine, *Our* HANDYMAN RED, at its 3rd annual *Evening of Romance* Valentine celebration on Friday, Feb. 11 from 5:30 to 7:30 p.m. The wine – “one for the guys” -- is part of the Working Girl series that includes popular labels such as Go Girl Red and Rose’ the Riveter.

The wine is dedicated, says owner Kathy Charlton and the other “Olympic Women in Wine” who run the winery to “all the men in our lives who have worked at the winery and bailed us out of many a mechanical difficulty.”

“Ever since we released the Working Girl wines, men have kidded us saying, ‘I love Go Girl Red, but can’t ask for it in a bar,’ and ‘can’t you come up with a Working Girl *guys*’ wine?,” says Charlton. “When trying to decide what we might call a guys’ wine, I thought about how men have been a part of our women-owned and operated winery – and came up with *Our* HANDYMAN RED in honor of the husbands, neighbors and other men in the community who we can always call on when we need strong helping hands or the ‘MacGyver’ touch.”

Our HANDYMAN RED is a big, bold Bordeaux blend -- Cabernet Sauvignon, Merlot and Cabernet Franc. Although styled to appeal to the male palette with a focus on tannins and oak, the wine pairs equally well with a cigar -- or with chocolate for those ladies who enjoy a bold wine. The initial 150 case production of this release will be available in Olympic Cellars’ retail shop and by mail order. The wine retails for \$16.00.

“Coming up with a label for *Our* HANDYMAN RED was more difficult than for any other wine,” adds Charlton. “We knew that we wanted a regular guy, Northwest style with an outdoor working look. But each of the Olympic Women envisioned something a little different. Finally,

our retail shop manager took a camera to the organic farm where her son-in-law works and made him hold a pony keg and an oversized wine glass in a variety of positions. We eventually got the perfect image and asked Stephanie Mallon, an artist with local ties, to recreate the image with some artistic flair. Watching Stephanie evolve the sketches was a lot of fun, and we ultimately hit upon *the one*.”

Olympic Cellars’ Evening of Romance is open to the public. The event will feature the crowning of the Most Romantic Woman on the Olympic Peninsula, music by Carlos Xavier & Through the Ages Band, light hors d’oeuvres and, of course, lots of great wine.

For more information contact Olympic Cellars at 360-452-0160, or visit the winery online at www.olympiccellars.com.

Working Girl™ Wines

Olympic Cellars’ carefree, fun Working Girl wines are on a mission to rescue working women everywhere after a long day in pantyhose and pumps! Each wine in the series was created to be distinct, yet affordable and has “her” own unique personality. **Working Girl White** is a sassy, no-nonsense blend of Chardonnay and Riesling, while **Go Girl Red** is a wonderfully lush little number with the power to turn a gunnysack into velvet. And **Rosé the Riveter**, well she just rocks like her namesake from the 1940s.

Working Girl wines are made by women, for women and are destined to become the “Official Wines of Working Women” everywhere. Proceeds from the Working Girl series support the Gynocare Fund, a local women’s clinic that is part of Family Planning of Clallam County.

About Olympic Cellars

Olympic Cellars is a boutique winery housed in an historic century-old barn between Port Angeles and Sequim on Washington’s Olympic Peninsula. The winery annually produces approximately 3,200 cases of handcrafted wines, including the premium La Dolce Vida label, the Working Girl™ series, and the Dungeness artist series. Olympic Cellars is strongly committed to supporting the physical and emotional well-being of women through its Charity of Choice and 2X Success initiatives.

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