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Press Release

FOR IMMEDIATE RELEASE

Olympic Cellars Introduces the *Working Girl*[®] Road Trip

New web page drives popular girlfriend travel trend to the Olympic Peninsula

Port Angeles, Wash., Nov, 14, 2005 – The *Working Girls* of Olympic Cellars, a woman-owned and operated boutique winery in Port Angeles, know that sometimes you gotta get away – and what could be more fun than a road trip with just the girls?! Winery owner/operators Kathy Charlton, Molly Rivard and Libby Sweetser are working to steer the popular girlfriend travel trend toward their own stomping grounds – the beautiful Olympic Peninsula – with the launch of their *Working Girl* Road Trip web page, featured at www.workinggirlwines.com.

Created to encourage women to pack-up the car, crank-up the tunes and let their cares fly out the window, the Road Trip web page is packed full of resources to help women design their own *Working Girl* get-away amid the peaceful scenic beauty of the Olympic Peninsula. Visitors can click through to find sample itineraries, shopping destinations, event schedules, crazy pictures and lists of restaurants, lodging and, of course, the wineries that call the Olympic Peninsula home. Each section comes with tips to help make every *Working Girl* Road Trip as full of spontaneity and fun as possible.

“Getting away with just the girls is a whole different experience than going with a spouse, significant other or the family,” says Charlton. “It usually includes lots of laughter, good heart-to-heart conversation, shopping, chocolate and good wine. It’s the best therapy that women shouldering the many responsibilities of workplace and home can have!”

“But we tend to put ourselves on the bottom of the priority list,” Charlton continues, “and feel that time away is a selfish indulgence. Olympic Cellars wants to change this mindset and encourage and make it easy for women to take the time to rejuvenate and reconnect with friends. That is the whole inspiration behind the *Working Girl* Road Trip. And what more beautiful, peaceful place to

reconnect – now, before the holiday craziness hits, or at any time of year -- than the Olympic Peninsula?

Road trippers who stop by Olympic Cellars and show their overnight reservations or camping confirmation at a Peninsula venue will be treated to a *Working Girl* Goody Bag packed with surprises – coupons, maps and just good stuff! Charlton and her team will be on hand to take Road Trip pictures, which they'll sign, date and hang on their own "Road Trip Wall of Fame." Starting later this month, visitors will also be able to sample the winery's two holiday releases, *Cranberry Jubilee* and *My Sweet Syrah*.

All women who partake in a *Working Girl* Road Trip are destined to return home refreshed, revived and ready to tackle the week with a whole new attitude.

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 hand-crafted wines on site, 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.

Find out more about Olympic Cellars and its upcoming events by visiting the winery's website at www.olympiccellars.com, or by calling 360-452-0160. Also visit the new *Working Girl*™ website, www.workinggirlwines.com, for information pertaining specifically to the *Working Girl* series of wines and associated philanthropic programs.

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