

FOR IMMEDIATE RELEASE

Media Contact: Kate Regan
Folsom & Associates
415-978-9909 tel.
kate@folsomandassociates.com

**BIG HOUSE CAPTURES *IMPACT* “HOT BRAND” AWARD
FOR THE SIXTH CONSECUTIVE YEAR**



Soledad, CA (March 29, 2011) — Big House experienced a remarkable 20 percent increase in annual volume from 2009 to 2010, making it a shoe-in once again for the Hot Brand award. *Impact*, a leading wine, beer and spirits industry publication, has awarded Big House winery its “Hot Brand” accolade for the sixth consecutive year.

“We are thrilled and honored to receive the Hot Brand award again,” said Georgetta Dane, Big House’s Warden (aka winemaker). “Our renegade winemaking approach has clearly resonated with consumers seeking a different kind of wine drinking experience. Receiving this award for the sixth straight year confirms what we’ve thought all along -- our unconventional wines are criminally delicious!”

Impact Databank is the leading source of exclusive data on the alcoholic beverage industry in the United States and internationally. The Hot Brand award is given to wine and spirits brands that show at least 15% growth each year and a minimum volume of 200,000 cases. Hot Brand Award winners were recognized at the Impact Marketing Seminar in New York City on March 24, 2011.

Big House wines are characterized by gorgeous aromatics, the preservation of varietal characteristics, minimal oak and a food-friendly attitude. The lineup includes Big House Red and White, Cardinal Zin, The Birdman Pinot Grigio, The Slammer Syrah, and the newly released Unchained “Naked” Chardonnay and The Usual Suspect Cabernet Sauvignon. Big House wines are sold in both 750mL and innovative patented-designed 3L premium wine casks. For more information, visit the Big House website www.bighousewines.com.

###

About Underdog Wine Merchants

Underdog Wine Merchants, an unleashed unit of The Wine Group, is the champion of emerging brands for the new millennium: the “underdogs” of the sometimes stuffy wine world. We work with domestic and international winemakers to craft unique wines that are a breed apart. The home of Cupcake, Fish Eye, **flip**flop, Big House and Octavin Home Wine Bar, our portfolio includes wines from California, Washington, France, Italy, Germany, Spain, South Africa, Chile, Australia, Argentina and New Zealand. For more information about Underdog Wine Merchants, visit www.underdogwinemerchants.com.