



The Sierra Club to Offer Wines Made from Certified Organically Grown Grapes through Signature Wines

Signature Wines, a premier provider of custom-, control- and private-label wines, and the Sierra Club, America's oldest and most influential environmental organization, today announced a partnership to offer Sierra Club branded wines made from certified organically grown grapes.

The new Sierra Club wines will be available to retail outlets nationwide beginning Q1 04. A portion of the proceeds from all Sierra Club products goes to Sierra Club's ongoing efforts to protect America's communities, its wild lands and its wildlife.

"Our focus is in providing superior wine products and services that enable organizations like Sierra Club to enhance their brand while supporting their core mission," said Scott Cahill, CEO for Signature Wines. "We go to great lengths to understand our partners' brands and mission statements to ensure that their wine program dovetails perfectly."

Under the Sierra Club brand, the Sierra Club will offer red wine varietals including Cabernet Sauvignon, Merlot, Pinot Noir and Zinfandel, and white varietals including Chardonnay and Sauvignon Blanc. All wines are sourced from certified organically grown grapes from California's Napa Valley, and Sonoma and Mendocino Counties.

"We are thrilled to offer these new Sierra Club brand wines that support the effort to bring more organic products using fair labor practices to market," said Johanna O'Kelley, Director of Licensing for the Sierra Club. "Signature Wines performed comprehensive due diligence to find wineries with strong environmental records that also had great wines. Our new wines are of exceptional taste and are great values as well."

About Signature Wines

Signature Wines is a premier provider of custom-label wines and distinctive wine labels for businesses and individual consumers. Founded in 1998, the company specializes in providing control- and private-label wines and wine brands for retail, on-premise and affinity customers. Signature Wines partners with world-renowned wineries such as Ravenswood, Robert Mondavi, Mumm, Monticello, Clos du Bois, Chateau Ste. Michelle and Franciscan Oakville Estate, as well as offering its own brands of award-winning California premium wines and sparkling wines.

The company supports university, hospitality, retail and corporate clients through customized wine brand programs that increase awareness and enhance customer loyalty. The company also works with individuals to create memorable gifts for every occasion.

Black Knight Partners, LP

Black Knight Partners buys, builds, and sells private companies, targeting operationally simple businesses that have less than \$50 million in sales at the time of initial investment.

Its partners are individuals, institutional investors, and the management teams of its portfolio companies.

The firm is an active partner, investing in businesses that can be platforms for steady internal growth and rapid industry consolidation.

Black Knight Partners presents owners with partial or complete liquidity opportunities and delivers significant returns for investors over three to five year horizons.



Signature Wines uniquely serves its clients through its excellent quality wines, stunning label designs and templates, customized branding and marketing services, and creative gift and wine accessories. For more information, visit www.signaturewines.com.

About Sierra Club

The Sierra Club's members are 700,000 of your friends and neighbors. Inspired by nature, we work together to protect our communities and the planet. The Club is America's oldest, largest and most influential grassroots environmental organization. Visit www.sierraclub.org for more information about the Sierra Club.