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VIA PACIFICA SELECTIONS ADDS TRINITY HILL TO PORTFOLIO

New Zealand wine exclusively available from U.S. importer

Sebastopol, CA – August 22, 2007 -- Via Pacifica Selections, a Sebastopol-based importer and marketer specializing in premium wines from New Zealand, today announces the addition of wine producer Trinity Hill to the Via Pacifica portfolio.

Trinity Hill, a well-established Hawkes Bay winery and a founding member of the Gimblett Gravels Appellation, produces limited amounts of award-winning wine from one of New Zealand's most highly-regarded regions. The unique maritime climate of Hawkes Bay, with its range of microclimates and soil types, allows Trinity Hill to produce a variety of grapes for fine wines, although it is perhaps best known for its Syrahs and Bordeaux-style reds. Under the guidance of partner and winemaker John Hancock, Trinity Hill produces three labels: Homage, Gimblett Gravels and Hawkes Bay—selections of which are now available exclusively in the U.S. from Via Pacifica Selections.

Via Pacifica will import the following Trinity Hill wines: Homage Syrah (\$75), Gimblett Gravels Syrah (\$30), Hawkes Bay Syrah (\$20), Gimblett Gravels Cabernet/Merlot (\$30), Hawkes Bay Trinity Bordeaux-style Blend (\$20), and Hawkes Bay Sauvignon Blanc (\$16). The wines are available nationally in fine restaurants and wine shops.

“Trinity Hill's emphasis on quality over quantity is something you can taste in every bottle of wine they produce,” said David Duckhorn, President of Via Pacifica Selections. “The U.S. market is developing a strong palate for the distinctive flavor of New Zealand wines and recognizing the regional differences within the country. With the addition of Trinity Hill to the Via Pacifica portfolio, we continue to bring the best of New Zealand's wines to the American table.”

Visit <http://www.trinityhill.com/> for additional information about Trinity Hill.

Via Pacifica Selections, based in Sebastopol, California, is an importer and marketer specializing in fine New Zealand wine and beer. Visit <http://www.viapacifica.com> to view Via Pacifica's complete portfolio.

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