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VIETTI JOINS DALLA TERRA™ WINERY DIRECT®'S PORTFOLIO OF PRESTIGIOUS FAMILY-OWNED ITALIAN ESTATES

(May 29, 2009—Napa, CA)—Dalla Terra™ Winery Direct® founder Brian Larky today announced that the highly acclaimed Piedmonte producer, Vietti, has joined the Dalla Terra portfolio. Dalla Terra direct imports wines from prestigious, family-owned Italian wineries. Vietti, which is known for Barolo and Barbera, is based in the small medieval village of Castiglione Falletto, in the heart of Piedmont's famous "Langhe" wine region. Dalla Terra will be Vietti's sole USA representative.

"The Dalla Terra portfolio is compiled of producers of very high quality Italian wines. Being a part of this elite group will only strengthen Vietti's image, and we fully believe in the synergy of Dalla Terra's modern "winery direct" business model. We've been in the United States market since 1964 and for over twenty years with our previous importer. For this next phase we carefully considered all our options with respect to our long term goals and future. Dalla Terra was clearly the leader," comments Vietti fourth-generation winemaker Luca Currado.

Dalla Terra skips the national importer level in the three-tier distribution system, allowing U.S. distributors to buy directly from the producer. Winery Direct is a more efficient, economical and consumer-friendly way of shipping, distributing and marketing wine. As a result, retail pricing on wines in Dalla Terra's portfolio is on average 20 to 25% lower than their competitors.

"We are thrilled to add such an iconic producer to our portfolio. We've been friends for over twenty years and it is an honor and the ultimate endorsement of our business model to have attracted such a coveted family estate," says Dalla Terra Founder and Proprietor Brian Larky.

While Dalla Terra™ Winery Direct®'s services are sought after by winemakers all over Italy because of the company's economically competitive edge, producers are also attracted by the company's commitment to highlighting individuality by choosing to work with only a few top producers from each wine-growing region in Italy. All of Dalla Terra's wineries are family-owned, and Larky considers each of the producers he works with part of a roundtable on innovation and quality, at which each producer has a voice.



Fourth Generation Owners: The Currado Family

About Vietti

Although the family has made wine for two centuries, the first Vietti-labeled wines were produced by third-generation Mario, who transformed the family's farm into a grape growing winery. In 1952 Alfredo Currado married Mario's daughter Luciana and made a name for Vietti's single-vineyard Barbera and Barolo. He also put the native Piedmont varietal Arneis on the wine map. In 1970 the Viettis began working with artists on a new label program, featuring Pier Paolo Pasolini and Janet Fish among others, and culminating in 1996 with an exhibition at New York's MOMA.

In 1990 Alfredo and Luciana's son Luca joined the family business as winemaker after working at California's Simi Winery, Opus One and Long Vineyards and Bordeaux's Mouton-Rothschild. His innovative winemaking utilizes a unique combination of the modern and traditional, including roto-fermenters, barriques, large Slovenian oak *botte*, and open-top fermenters. Recently he eliminated equipment that measures acid and tannin levels in favor of a more intuitive, and wine-specific approach, and also stopped publishing tasting notes, preferring that wine critics and drinkers apply their own perceptions and preferences to his wines. In 1983 Mario Cordero, Alfredo and Luciana's son-in-law joined the winery to run marketing and sales. In 2005 Luca's wife, Elena Penna, started to work in the family winery in marketing and public relations.

Vietti currently owns 80 acres of vineyards spread over nearly all the key regional appellations, including Barolo, Barbaresco, Barbera d'Asti and Barbera d'Alba. Total production is currently 25,000 cases.

For more information about Vietti, please go to www.vietti.com. For more information about Dalla Terra™ Winery Direct®, please go to www.dallaterra.com.

**FOR MORE INFORMATION OR TO SET UP AN INTERVIEW, PLEASE CONTACT
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