Event Update: Sonoma Wine Country Weekend, September 3-5

Visa Signature® Cardholders Offered Advanced Access and Special Pricing for Sonoma Wine Country Weekend During Exclusive Pre–Sale Beginning April 23

Sonoma, CA (April 23, 2010) As presenting sponsors of the 2010 Sonoma Wine Country Weekend (September 3-5), Visa Signature®, in partnership with event organizers, is **offering cardholders preferred access and pricing on event tickets during an exclusive presale beginning April 23**. To take advantage of special Visa Signature ticketpricing, cardholders must make their purchase using a Visa Signature card at www.SonomaWineCountryWeekend.com

Sonoma Wine Country Weekend tickets will go **on sale to the public beginning June 1, 2010**. For a complete schedule of events and to purchase tickets, visit www.SonomaWineCountryWeekend.com.

In making the announcement, Sonoma Wine Country Weekend **Executive Producer Maureen Cottingham** said, "We are thrilled to have Visa Signature as our presenting sponsor again this year, and are delighted to partner with them to provide Visa Signature cardholders with exclusive access, pricing and perks for one of the country's premier wine and food events."

Three Days. Two Hundred Wineries and Chefs. One Unforgettable Sonoma Experience

Sonoma Wine Country Weekend combines two of Sonoma's most prestigious wine and food events; the **31st Annual Taste of Sonoma at MacMurray Ranch** and **18Th Annual Sonoma Valley Harvest Wine Auction Presented by Trilogy Glass & Packaging** with a series of intimate winemaker-hosted lunches and dinners. In all, more **than 200 acclaimed vintners, growers and chefs will participate** in the three day pre-harvest celebration and fundraiser, which to date has raised more than $10 million for local charities. This year's festivities, including the California Beach Party-themed auction, will be presided over by **Honorary Chair, St. Francis Winery & Vineyards**. Visit www.SonomaWineCountryWeekend.com for event details and participants.

About Visa Signature

The 2010 Sonoma Wine County Weekend is presented by Visa Signature®. Visa Signature cardholders will receive exclusive savings and perks throughout the event. From benefits that save time to benefits that help to safeguard purchases, Visa Signature helps cardholders get the most out of life.

Visa Signature offers cardholders a range of benefits and perks, in addition to a number of rewards programs that may be offered by Visa Signature partners, such as airline, hotel and cash back programs. Visa Signature cardholders enjoy complimentary concierge services, the Visa Signature Luxury Hotel Collection, complimentary wine tastings at more than 60 Sonoma County wineries year-round, and premium merchant offers, as well as preferred access and seating at epicurean events, premier concerts, Broadway shows, and sporting events such as the Olympics and FIFA World Cup™. For more information about Visa Signature, visit www.visa.com/signature.

Additional Sponsors

In addition to Visa Signature, the 2010 Sonoma Wine Country Weekend is being made

possible by the following sponsors: Caliber WinePak, MacMurray Ranch Vineyards, Trilogy Glass & Packaging, Wine Spectator, San Francisco Magazine, Cline Cellars and Jacuzzi Family Vineyards. For a complete list of beneficiaries and sponsors of the 2010 Sonoma Wine Country Weekend, please visit www.SonomaWineCountryWeekend.com .

About Sonoma Valley Vintners & Growers Alliance and Foundation

The Sonoma Valley Vintners & Growers Alliance (SVVGA) is a non-profit trade organization serving over 500 vintners, growers and associates who share a mission to promote awareness of Sonoma Valley's grapes, wine, and history as the birthplace of the California wine industry. The Sonoma Valley Vintners and Growers Foundation (SVVGF) is a non-profit 501c.3 organization that has raised over $8,000,000 for local Sonoma Valley charities through the Sonoma Valley Harvest Wine Auction. For more information on the SVVGA and SVVGF, please call 707-935-0803 or visit www.SonomaValleyWine.com .

About Sonoma County Vintners

Sonoma County Vintners (SCV) is the leading voice of Sonoma County wine, dedicated to raising awareness of Sonoma County as one of the world's premier wine regions, noted for its heritage of artisan winemaking, distinct growing regions, and extraordinary quality. Founded in 1944, SCV represents more than 175 wineries of all sizes throughout the county. www.Sonoma Wine.com

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