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**CARNEROS LAND STEWARDSHIP FOUNDATION ESTABLISHED
TO FUND SMALL-SCALE RESOURCE MANAGEMENT PROJECTS WITHIN
THE LOS CARNEROS REGION.**

New organization focused on California Department of Fish & Game projects and other conservation projects within the Napa-Sonoma Marshes Wildlife Area

CARNEROS, CA (January 23, 2008): The Carneros Land Stewardship Foundation announces its formation as a charitable foundation dedicated to funding small-scale resource management projects within the Los Carneros region.

The new organization will focus initially on conservation and resource management projects. The first such effort will be undertaken with the California Department of Fish & Game (DFG) and will focus on the Napa-Sonoma Marshes Wildlife Area, the state-owned and managed part of the marsh within the Los Carneros region.

“The establishment of the Carneros Land Stewardship Foundation will aid in projects to improve the ecosystem that supports a broad range of fish, wildlife and plant species within the Carneros region and encourage sustainable growing practices,” said Steve Sangiacomo, a founding Board Member of the Foundation and Chair, of the Carneros Wine Alliance.

Particular emphasis will be given to projects that benefit or restore or conserve the agricultural community of Carneros, once home to large-scale farms that raised sheep, cattle, hay and fruit orchards and is now one of the world's most renowned wine grape growing regions. The Foundation also plans to fund projects devoted to research dedicated to innovative technologies to manage the region's water resources through more efficient sustainable agricultural practices.

“We are delighted that the Foundation has chosen the California Department of Fish & Game as its first partnership and we look forward to working with them on projects that will benefit wildlife habitat,” said Karen Taylor, Associate Wildlife Biologist, Napa-Sonoma Marshes/Petaluma Marsh Wildlife Areas, California Department of Fish & Game. “Over time, these combined efforts will improve the wildlife habitat for waterfowl, shorebirds, raptors, small mammals and marine and aquatic organisms.”

Funding for the Foundation is expected to initially be derived from proceeds of the Carneros Wine Alliance's annual trade auction, Pinot Plus, to be held this year on March 29 and the 3rd Annual Carneros Heritage Fest, scheduled for May 31, 2008. The Foundation also expects to receive donations from individuals and corporations interested in its efforts and potentially grants from governmental agencies or other foundations.

Carneros encompasses “a little bit of Napa and a little bit of Sonoma,” spanning the southern reaches of both counties adjacent to the San Pablo Bay, one of the country's most critical coastal areas and marshlands. Los Carneros, which means “the Ram” in Spanish, is a fully independent, federally designated “cool climate” appellation known for its unassailable Chardonnay, elegant Pinot Noir, and, in recent years, special sites that enable Syrah, Merlot and a range of other varietals to flourish. A rustic, wind-swept agricultural area, Carneros was one of the first wine regions to be designated an American Viticulture Area (AVA) in 1983 based on climate rather than political boundaries. 2008 marks the 25th anniversary of the Los Carneros AVA.

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