

PRINCE MICHEL VINEYARD AND WINERY

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Press Release

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FOR IMMEDIATE RELEASE

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LEON, VA, APRIL 4, 2011: Kristin Swanson Holzman, owner of Prince Michel Vineyard and Winery, is pleased to announce her winery's latest International wine competition award for the Rapidan River Blackberry Wine. The Rapidan River Blackberry Wine won Best of Varietal, Best of Class, and the coveted Platinum Medal at the 2011 New World International Wine Competition in California.

Prince Michel Winemaker Brad Hansen expresses his excitement for this newest trend in wines. "I'm pleased to have such positive responses to our premium fruit wines especially from such an impressive wine competition. These wines have that "Wow" factor with customers, and I'm thrilled at their overwhelmingly enthusiastic response."

Since its release in mid 2010, this Merlot wine with natural blackberry has shown a tremendous demand in sales in Virginia and distribution along the east coast. This rich, dark wine is reminiscent of just picked blackberries and is a perfect aperitif or complement to salads, entrees, and desserts. It shares accolades with Prince Michel's other fruit wines, the Rapidan River Peach and Rapidan River Raspberry. All three wines are medal winners in recent, consumer wine competitions including the prestigious 2011 Dallas Morning News International Wine Competition.

She is equally proud of the Prince Michel brand's awards at the 2011 American Fine Wines International Competition in Ft. Lauderdale. Prince Michel Pinot Grigio 2009, Dry Rosé 2006, Sparkling, and their Dessert Wine all garnered Silver Medals. In addition the Prince Michel Dessert Wine received a Silver Medal at the 2011 Hilton Head International Wine Competition.

For more information on Prince Michel Vineyard and Winery's full line of award winning wines visit them on line at www.princemichel.com or go to the main winery in Leon, Virginia or the Tasting Room at Carter Mountain in Charlottesville, Virginia. Prince Michel not only produces internationally acclaimed wines but also offers a full array of hospitality services.