



**KINGS
RIDGE**

by
Union
Wine
Company

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NEW OWNERS BRING “UNION” TO KINGS RIDGE WINES

Oregon winemaker and vineyard owner form Union Wine Co.;
Purchase brand from Rex Hill

NEWBERG, Ore. (August 15, 2005) – Ryan Harms, head winemaker at Rex Hill Vineyards in Newberg, Ore., and George Hillberry, owner of La Colina Vineyard and Chehalem Mountain Vineyard in Oregon’s Willamette Valley, have formed a partnership creating Union Wine Company and have purchased Kings Ridge, a brand formerly owned by Rex Hill.

Both veterans in the Oregon wine industry, Harms and Hillberry’s partnership stems from their personal passion for well valued wine and their joint philosophy that the best wines are a union of gifted winemaking skills and precise farming techniques in the vineyard.

“George and I come to the business from opposite ends, but our passion for good wine at good prices brought us together,” said Harms, who will serve as the winemaker for Kings Ridge, while maintaining his position at Rex Hill. “Leveraging the synergies between grower and winemaker, Kings Ridge Wines will be able to maintain a high quality standard but reduce the costs of production – savings that will be passed along to the consumer.”

Kings Ridge was first introduced by Rex Hill Vineyards in 1988 to achieve two goals: successfully work with fruit from some of the company’s younger vineyard sites, and to offer a line of elegant wines at a reasonable price. Harms and Hillberry intend to continue to build the brand as a well valued wine.

As part of the purchase, Union Wine Company acquired existing 2003 Kings Ridge Pinot Noir inventory from Rex Hill. Harms and Hillberry intend to grow the Kings Ridge production in the coming years, focusing largely on Pinot Noir.

“Pinot Noir historically has been priced out of the reach of the average consumer because it is one of the most challenging varieties to cultivate and produce,” said Hillberry. “Ryan and I are young and enjoy drinking good Pinot Noir but can’t afford to spend \$25 or more to enjoy a glass with dinner every night. With Kings Ridge, our goal is to fill that void so that others like us can enjoy Pinot Noir anytime, not just on special occasions.”

More information about Kings Ridge Wines can be found at
www.KingsRidgeWines.com.

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