

**MEDIA ALERT
FOR IMMEDIATE RELEASE**

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GREEN WINE SUMMIT ANNOUNCES LAST CALL FOR EARLY BIRD PRICING

**Attendees Can Save Up to \$200 By Registering Before Close of Business
This Friday**

**Save Additional \$50 off Each Ticket When Registering Two or More from
Same Company**

(Santa Rosa, CA, November 17, 2009)—With just two weeks remaining until the second annual Green Wine Summit on December 1st and 2nd, organizers have announced a last call for Early Bird pricing. Those registering before close of business day Friday, November 20th can save up to a total of \$200.00 for the two day Summit. After this Friday, per person registration fees for December 1st sessions will rise from \$100.00 to \$150.00, with the evening's VIP dinner going from \$200.00 to \$250.00. December 2nd sessions are \$250.00 per person with early bird pricing, and increase to \$300.00. Companies that register two or more attendees save \$50 per ticket.

Led by a who's who of leaders in sustainability, organics and Biodynamics®, the Summit's forums will be held at the Hyatt Vineyard Creek Hotel in Santa Rosa, California. The Summit is a comprehensive forum designed for anyone involved in winery general management, finance, technology, sales and marketing, winemaking and vineyard management, as well as media, regulators, vendors and service providers. Online registration and complete event schedule with descriptions and speaker biographies are now available at www.greenwinesummit.com.

Key Note

[Gil Friend](#), President and CEO of Natural Logic, Inc., will deliver the 2009 keynote address following the General Session and prior to the Breakout Sessions. Gil is the author of *The Truth About Green Business*, published by Financial Times Press, which Worldchanging.com has called "simply the best green business book on the market."

General Session panels on December 2nd include:

- Is it Greener on the other side?—A Consumer's View; A discussion of consumer beliefs and purchasing habits for green wine and other sustainable product categories
- Celebrating Innovation and Leadership; celebrating the green accomplishments in the Wine Industry this past year
- Water Panel – Blue: the New Green; Communication Strategies in a Time of Water Conservation and Rationing to Guide Sensible Regulation and Community Support

Showcase sponsorships are available through Waunice Orchid at (707) 261-8716 or waunice@winesymposium.com.

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