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**NEWS RELEASE
FOR IMMEDIATE RELEASE****REGISTRATION OPEN FOR 2009 GREEN WINE SUMMIT
*Early Bird Pricing in Effect; Session Focus is Announced***

(Santa Rosa, CA, October 20th 2009)--Registration is open for the second annual Green Wine Summit (GWS), which announced today the focus of its three key learning tracks: Best Practices, Sales and Marketing, and Communications. 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 on December 1st and 2nd 2009. All wine industry leaders planning to attend should register online before November 13th to receive Early Bird special pricing. Online registration and the event schedule with descriptions and speaker biographies are now available at www.greenwinesummit.com.

"There are simultaneous paradigm shifts occurring in government regulation, the marketplace, media, and consumer attitudes," said GWS co-chair, Lesley Berglund. "As an industry, it is imperative to stay current on these ever-shifting issues, *and* engage to meet market demands and affect positive change. This ground-breaking event has created a forum to help individuals and organizations navigate this new era of transparency in environmental responsibility."

According to Berglund and Green Wine Summit Co-Chair Mack Schwing, anyone involved in winery general management, finance, technology, sales and marketing, winemaking and vineyard management, as well as media, regulators, vendors and service providers can't afford to miss this year's Green Wine Summit.

"Our General Session and panel workshops are designed to address the hottest environmental opportunities, issues and challenges facing the wine industry today," said Mack Schwing, co-chair of GWS. "We've brought together leading thinkers and innovators from inside and outside the business of wine to present best practice solutions, and a vision of what the future holds, so we can succeed in this new economy."

Session Details

Register online before November 13th and receive the Early Bird special: \$100 for December 1st sessions, excluding VIP dinner and \$250 for December 2nd. Summit includes:

- Tuesday, December 1st, 1:30pm to 8:30pm: Green Trade Showcase, Workshops, Wine Reception and VIP dinner
- Wednesday, December 2nd, 7:15am to 6:30pm: Keynote Speakers, General and Breakout Sessions, Networking Lunch and Wine Reception

Sponsorship Opportunities

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

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