



"Where the sun shines through the mist"

PRESS RELEASE

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Press contact: Krista Chaich, Events/Marketing Manager
(p) 951-626-4001; (e) krista_chaich@callawaywinery.com

CALLAWAY VINEYARD & WINERY

"Celebrating its 40th Anniversary with 40% Off Wine Specials!"

July 13, 2009 (Southern California Wine Country) - The winery will host a 40th anniversary celebration on Sunday, July 19, 2009 from 1:00p-4:00p and will commemorate the occasion with award-winning wine, hors d'oeuvres, a live band, special guests, gifts and plenty of history. They'll take you on a journey back to the day when, what's now known as Temecula Valley Wine Country, was little more than vast rolling hills. In addition, the winery will be offering 40% off all wine purchased at the winery, as well as 40% off wine tasting in its tasting room for that day only.

Callaway Winery was founded in 1969 by Ely Callaway, who went on to gain fame and fortune in the world of golf. Extensive research led Mr. Callaway to Temecula and to veteran viticulturist John Moramarco, and to his belief that the area was ideal for growing premium wine grapes. In the rolling hills, he found what he believed to be the perfect spot to plant his vines; a 1600 foot plateau, located below the peaks of a foggy mountain range "where the sun shines through the mist". After Moramarco convinced Ely of the merits of the region, Callaway purchased 150 acres for what was to become the beginning of grape production in the Temecula Valley. Thus, the legacy began.

In 1974, Callaway Vineyard & Winery became the first winery in the Temecula Valley to open its doors to the public. It became a driving force in Southern California and was instrumental in making Temecula Valley a wine country destination.

Ely Callaway sold the winery in 1981 to Hiram Walker, a spirits company, who operated the winery for almost two decades. During this period, wine production greatly increased and was distributed outside of the region.

In 1998, the winery was sold to Allied Domecq, a liquor conglomerate, who increased production to approximately 500,000 cases annually until the area was struck by Pierce's Disease in 2000. Callaway lost half of its vineyards and production decreased by almost half. Allied Domecq decided not to replant the vineyards and began purchasing its grapes from the central coast. As a result, the Callaway Coastal brand was introduced, which is no longer produced by Callaway Vineyard & Winery.

Back to its roots in 2005, Callaway once again became family-owned with the emphasis on limited production and higher quality wines. The Lin family replanted 20 acres of estate vineyards with several new varietals including Viognier, Syrah, Dolcetto, Zinfandel, Sangiovese and Cabernet Sauvignon. The Lin family owns an additional 200 acres of property at the corner of De Portola Road and Monte de Oro, of which approximately 50 acres are currently planted with Chardonnay and Cabernet Sauvignon grapes.

Since purchasing Callaway Vineyard & Winery, the Lin family has been renovating the property including the opening of the restaurant, Meritage at Callaway, which features Tapas style cuisine with a Mediterranean flare. Further changes included the expansion and renovation of the barrel room used for winemaking and events, as well as the construction of a bridal suite and wedding consultation room.

Callaway Vineyard & Winery wines are available only at the winery and are not available in any retail store.