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CONTACT:
Cheryl McMillan
(707) 433-6700
cheryl@prevailwines.com

**FERRARI-CARANO WINERY, ALONG WITH RENOWNED WINEMAKER
PHILIPPE MELKA, ANNOUNCE THE LAUNCH OF NEW WINE BRAND, PREVAIL**

HEALDSBURG, CA, August 28, 2006 -- Don and Rhonda Carano of Ferrari-Carano Vineyards and Winery, along with renowned Winemaker Philippe Melka, announce the national launch of a new red wine brand, PreVail.

Already highly rated by Robert Parker, Jr., of The Wine Advocate, two Cabernet Sauvignon and Syrah blends are available under the PreVail label: PreVail Back Forty and PreVail West Face. The grapes for the wines come from two distinctly different mountain estate vineyards in Alexander Valley.

“We are extremely excited about PreVail,” said Don Carano, owner of Ferrari-Carano Vineyards and Winery. “PreVail Back Forty and West Face are special wines that are truly reflective of the mountain vineyards they come from. Our winemaking team, including Philippe Melka and PreVail Winemaker Aaron Piotter, interpret the vines individual and unique characteristics to create these delicious red wines of notable character. The wines are meticulously made; from extreme attention to detail in the vineyard to sampling, hand-harvesting and sorting, and barrel and bottle aging. With PreVail, we really strove to create special wines of profound character that are complex with intense flavors, yet graceful and balanced, and we think we’ve achieved that.”

PreVail Back Forty is a classic Bordeaux-style wine. Cabernet Sauvignon and Syrah grapes are grown on low-yielding vines in diverse soils on a 40 acre block, comprised of four mini-blocks, on the back side of RockRise Mountain in Alexander Valley. RockRise, aptly named for all the rock that was dug out from the mountain in order to plant the vineyards, is defined by its rolling hills, gentle slopes and shallow valleys. Affectionately called Back Forty, the wine displays deep aromatics of ripe blackberry and cherry with a rich mouthfeel that is beautifully concentrated and supple with a long, lingering smooth finish. Only 2,000 cases were produced.

Superior Cabernet Sauvignon and Syrah grapes are grown for PreVail WestFace on LookOut Mountain to create a California-style red blend. Located at the junction of Alexander Valley, Knights Valley and Chalk Hill, LookOut Mountain is characterized by its rugged, steep slopes, angular face, and panoramic views. Selected blocks are planted in volcanic soil on the

steep slopes with ideal western sunlight exposure, allowing the tiny berries to ripen evenly, producing a wine with intense concentration of fruit flavors. Slow ripening ensures long “hang time,” producing an exotic, sensual wine. Only 3,000 cases were produced.

Visitors to Ferrari-Carano may taste PreVail wines in the new PreVail Room at Ferrari-Carano Vineyards and Winery, or in the all new Enoteca reserve tasting bar and lounge at the winery. Reservations are not required to taste PreVail wines in the Enoteca. Reservations are required for a private tasting of PreVail wines in the PreVail Room, and reservations can be made by contacting Brook Drummond, brook@prevailwines.com, (707) 433-6775, or (800) 573-0075.

For more information about PreVail wines, please log on to www.prevailwines.com.

Ferrari-Carano Vineyards and Winery is located at 8761 Dry Creek Road, Healdsburg, CA, (707) 433-6700, www.ferrari-carano.com.

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