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FOR IMMEDIATE RELEASE

Washington Wine Country Funds Red Mountain Master Site Plan with \$30K Grant

SEATTLE, Wash. — (December 7, 2006) — Now in its second year, Washington Wine Country's City Revitalization Fund is proud to support The Red Mountain Estates Association with a \$30K grant towards The Red Mountain American Viticultural Area's (AVA) Master Site Plan development.

To be distributed in two annual installments of \$15,000 each, the \$30K grant, along with the \$30K in matching funds, is providing the Red Mountain Estates Association with the final monies needed to begin Phase II of the plan. This phase delivers final plans for an overall layout of Red Mountain's viticultural park including entry points, tourist facilities, roads, trails and other land use components.

"We believe strongly in the high quality and long range vision of this project," states Stan Martinkus, Washington Wine Country board member and owner of Western Materials in Yakima, Tri-Cities and Wenatchee. "It is our continued mission to support development that could serve as a model for future revitalization throughout the wine country region."

Led by J.T. Atkins Company, PC, Phase II of the Red Mountain Site Plan includes all elements of conceptual and strategic planning including key components to:

- Outline a conceptual pattern of future vineyards and wineries
- Define a range of visitor facilities to complement the wine experience
- Identify recreation activities including hiking and biking, picnic areas and view points
- Design a wine village concept containing boutique lodging, dining, a wine related general store and a village town square
- Develop educational opportunities to include a sustainable demonstration vineyard and other ecological and historical points
- Establish best practices for interaction with the surrounding environment and communities

The Red Mountain Estates Association is made up of many key vineyards and wineries in the Viticultural Area, including the Antinori/Chateau Ste. Michelle partnership, Col Solare, Hedges Family Estate, Ciel du Cheval Vineyards and Hightower Cellars. In addition, tremendous government support from Washington's legislature, Benton County, Department of Natural Resources, State Parks Commission, Port of Kennewick, Tri-Cities Visitors and

Convention Bureau, TRIDEC and others is making the project a truly comprehensive statewide effort. The major funding came from a \$200,000 grant from the State Legislature earlier this year.

“Washington Wine Country’s involvement is timely, and will help in a big way to advance our dream of a destination wine country environment, complete with the charm of a true wine village in the style of the great wine regions of Europe”, stated Tom Hedges, vice-president of the Red Mountain Estates Association and co-owner with his wife Anne-Marie of Hedges Family Estate.

Each year in June patrons of the Wine Country Celebration and Grand Gala contribute to the City Revitalization Fund through a special Raise the Paddle Auction. Attendees believe strongly in the revitalization of the economies of Eastern Washington and the Washington Wine Country mission. Due to this funding, the Washington Wine Country brand and “Perfectly Balanced” campaign will be prominently promoted as a principal sponsor of the Red Mountain project and incorporated into the construction of the new village.

For more information on this program, please contact Communications Director Jackie Walsh.

Formed in 2003, Washington Wine Country is a non-profit association of Eastern Washington businesses promoting wine-related tourism, economic development and recognition of the world-class wine-growing region comprising the Yakima Valley, Columbia Valley, Walla Walla Valley and Red Mountain, and the newer appellations of the Columbia Gorge, Horse Heaven Hills, Wahluke Slope and the Rattlesnake Hills.
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