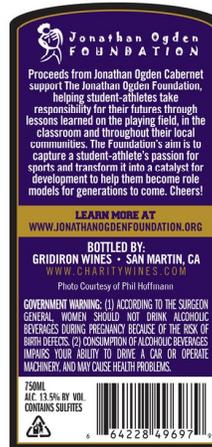
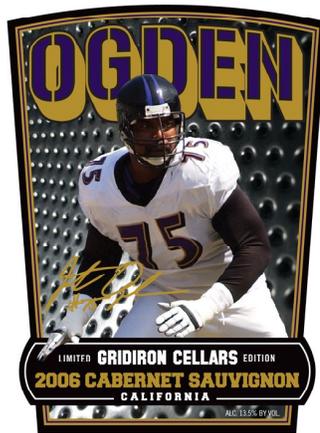


August 12, 2008

For Immediate Release:
**FROM THE GRIDIRON TO THE VINEYARD:
JONATHAN OGDEN TO RELEASE A CHARITY WINE**



NEW for the upcoming football season: Ogden Cabernet Sauvignon
For high-resolution imagery, download at www.charityhop.com/media.

OVERVIEW

Coming off its successful Baltimore baseball debut, Charity Wines is back for the upcoming football season. Debuting from Gridiron Cellars is a charity wine for Jonathan Ogden. J.O. does not profit a single dime. Instead, 100% of his proceeds will raise hard hitting dollars for his charity, the Jonathan Ogden Foundation.

Some other Charity Wines athletes and their charities previously released include:

- Brooks Robinson: *Brooks Robinson Chardonnay* – The Baltimore Community Foundation
- Eddie Murray: *Murray 504 Cabernet* – The Baltimore Community Foundation
- Mike Schmidt: *Schmidt 548 Zinfandel* – Cystic Fibrosis Foundation
- Dan Marino: *Vintage 13 from Marino Estates* – The Dan Marino Foundation
- Manny Ramirez: *Manny Being Merlot* – CHARLEE Program
- Chipper Jones: *Chipper Chardonnay* – The Miracle League

To date, Charity Wines has partnered with 30 professional athletes across football, baseball and hockey to raise more than \$1,000,000 for their selected charities.

The San Martin, California appellation wine called “Ogden Cabernet” will be sold in fine retailers all over Maryland and is expected to retail for about \$14. Those outside of Maryland can order online at www.charitywines.com.

Owner and President of Charity Wines, Andrew Graff, said: “Response so far exceeded any expectations we had ever had. The success of this initiative is a testament to the passion and dedication of sports fans and wine connoisseurs alike. We thank everyone for their continued support and hope you all will continue to enjoy these great wines for drinking and collecting.”



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SALES AND LAUNCH INFORMATION

Retailers will have their opportunity to pre-order these Limited Edition wines beginning August 18. The wine will be available in stores and online by October 1, 2008.

ABOUT CHARITY WINES



After personal tragedies involving friends and family with cancer and heart disease, Andrew Graff and John Corcoran decided to start Charity Wines, a philanthropic division of their Massachusetts based company, VinLozano Imports Inc. With the goal of pairing fine wine with great charities, the Gridiron Cellars brand was born. Nationwide, more than 30 professional athletes across baseball, football and hockey have charity wines in 2008. Visit www.CharityWines.com.

ABOUT THE JONATHAN OGDEN FOUNDATION

The Jonathan Ogden Foundation helps student-athletes take responsibility for their futures through lessons learned on the playing field, in the classroom and throughout their local communities. The Foundation's aim is to capture a student-athlete's passion for sports and transform it into a catalyst for development to help them become role models for generations to come.

Learn more at www.jonathanogdenfoundation.org.

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