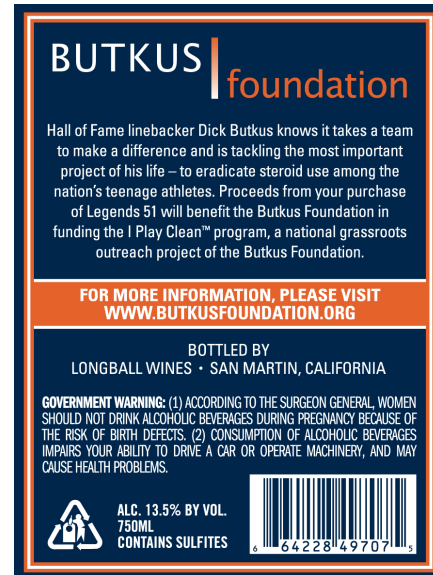
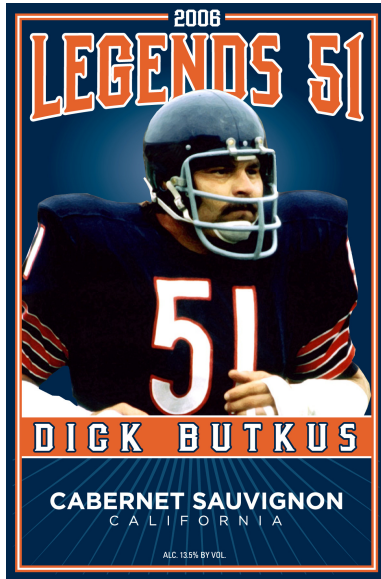


September 29, 2009

From the Gridiron to the Vineyard Dick Butkus presents: Legends 51 Cabernet Sauvignon



For high-resolution imagery, email brett.rudy@charityhop.com.

OVERVIEW

Chicago football legend and Hall of Fame linebacker Dick Butkus has teamed up with Charity Wines to release his own wine: Legends 51 Cabernet Sauvignon. All of his proceeds, 100%, go directly to The Dick Butkus Foundation, an organization that eradicates steroid use among the nation’s teenage athletes.

Dick Butkus’ Legends 51 Cabernet Sauvignon is produced by Clos La Chance Winery and will be available beginning in November throughout Illinois and northern Indiana area wherever wine is sold, and online at www.charitywines.com, for about \$14 a bottle.

Dick Butkus, Hall of Famer

“You’ll be pleased with the great wine offered and you’ll have the satisfaction of knowing you’re advancing the Butkus Foundation’s charitable efforts.

The Foundation currently is coordinating an I Play Clean™ anti-steroid educational campaign, the Butkus Award® for top linebackers, and supporting the Dick Butkus Center for Cardiovascular Wellness.”



September 29, 2009

President of Charity Wines, Andrew Graff

"It is a real treat and honor to have the privilege of working with Dick on this project. The Butkus Foundation is an outstanding organization and Dick works tirelessly to support it. On a personal note, growing up in northern Indiana, all the other kids in the backyard game wanted to be the glamour guys like Roger Staubach, Franco Harris and Paul Warfield. I would only play as one guy... number 51."

TASTING NOTES

Aromas of warm blackberry cobbler with currant, black plum, fresh earth, herb, cedar and a hint of anise. Flavors of black cherry, blackberry, plum, mocha, spice and mineral with ripe, firm tannin on the finish.

RETAIL SALES WINDOW

For the next 2 weeks through mid-October, retailers may pre-order stock for the 2009/2010 football season. Retailers must order now, as this is a limited-edition run. For sales distribution inquiries, please contact:

- VinLozano Imports Inc.- Charity Wines (978) 297-5477.
- Illinois-Louis Glunz Wines, (847) 793-0800.
- Indiana-Winding Road Beverage, (574) 295-3565.

ABOUT CHARITY WINES



After personal tragedies involving friends and family with cancer and heart disease, Andrew Graff and John Corcoran founded Charity Wines. The philanthropic division of the Massachusetts based company, VinLozano Imports Inc., pairs fine wine with great charities, and has done so nationally with more than 30 professional athletes across football, baseball and hockey. www.CharityWines.com.

ABOUT THE BUTKUS FOUNDATION



Hall of Fame linebacker Dick Butkus knows it takes a team to make a difference, and he's tackling the most important project of his life - to eradicate steroid use among the nation's teenage athletes. The Butkus Foundation funds the I Play Clean™ program, a national grassroots outreach project. Visit www.butkusfoundation.org.

MEDIA CONTACT - for questions and artwork

Brett Rudy, Charity Hop Sports Marketing
617-840-7981, brett.rudy@charityhop.com

