

**FOR IMMEDIATE RELEASE**

Contact: Jennifer & Andrew Phipps, Phipps Family Cellars, 707.265.0677

**PHIPPS FAMILY CELLARS ANNOUNCES PARTNERSHIP WITH
ANNIE & DAVID JOHANSON OF SUNNY CAPITAL LLC**

Sunny Capital LLC is Sole-Investor and Partner in Phipps Family Cellars

(Napa, California – September 5, 2006) Phipps Family Cellars (PFC) is excited to announce that they have partnered with Annie & David Johanson of Sunny Capital LLC. In this arrangement, Sunny Capital LLC becomes the Sole-Investor and Partner in Phipps Family Cellars.

David Johanson, in addition to being a Managing Partner of Sunny Capital LLC, is a Founding Partner in the law firm, Johanson Berenson LLP. David assists clients in general corporate and business matters and in employee ownership and benefit matters, with an emphasis on executive compensation, equity incentive plans, non-qualified deferred compensation, employee stock ownership plans (ESOPs), ESOP transactions, mergers and acquisitions (and related tax planning) and business succession and estate planning.

Mr. Johanson has advised a substantial number of publicly-traded and closely-held companies and their compensation committees regarding the design, documentation, implementation and administration of various types of executive compensation plans and related disclosure issues.

Recognized nationally for his experience and expertise in the ESOP and executive compensation field, Mr. Johanson is a past chair of the legislative and regulatory advisory committee of The ESOP Association. He also is a past chair of The ESOP Association's advisory committee chairs council and is a former member of its board of directors. In addition, he is a member of the steering committee and a former officer of the California/Western States Chapter of The ESOP Association. Mr. Johanson was honored at the 17th annual conference of The ESOP Association as the outstanding committee chair for 1993-94. The ESOP Association is the national trade association of employee-owned companies, and its membership includes more than 1,500 companies with ESOPs.

About Phipps Family Cellars

Phipps Family Cellars (PFC) is a boutique winery located in Napa Valley, California. We produce ultra-premium wines from the finest vineyards in the Napa and Sonoma Valleys. We were founded in 2004 with the simple belief that through high-quality and consistency in our wines, we will achieve a cult status amongst those individuals who have had the chance to appreciate our wines first-hand.

The Phipps Family Cellars label means that all aspects of making ultra-premium wines have been adhered to - We select the best grapes, employ the most painstaking processes during fermentation, age the wine in the best barrels for the varietals, design and purchase the highest-quality packaging and age the wine in the bottle before we are willing to release the wine for sale to the public.

www.pfcwine.com