

For Immediate Release

Top Winemaker Rafael Tirado tapped to oversee production and development for (oops)TM wines from Chile

July 9, 2007. Napa Valley, California. Schwartz-Olcott Imports LLC, a New York based wine sales and marketing company, announced today that Chilean winemaker Rafael Tirado will lead production and development for (oops), their award-winning brand based on Carmenère, the Lost Grape of Bordeaux. Tirado was appointed Chief Winemaker/Technical Director for VIA Wines, a Chilean wine producer to the international marketplace and supply partner for (oops). Previously, Tirado was Chief Winemaker/Technical Director for Veramonte, a position he held for ten years, and was winemaker at Terranoble, a small Chilean producer of fine wines, from 1994 to 1997.

Tirado has worked alongside some of the industry's finest winemakers, including international consultants Henry Marionnet and Jaque Boissenot, and Kendall Jackson winemaker Randy Ullom, with whom he produced Calina wines at Terranoble. Tirado participated in many harvests throughout the premier New and Old World appellations, expanding his knowledge and bringing new ideas and technology home with him to Chile. Fluent in Spanish, English, and French, Tirado has represented his wines around the world, developing the identity of Chile as a global wine force. Tirado has created all Veramonte wines since 1997, including Primus, a blend of Carmenère, Merlot and Cabernet Sauvignon from the Casablanca Valley, and Veramonte Chardonnay, Pinot Noir, Merlot, and Cabernet Sauvignon, which are consistently noted for their quality and value. Tirado received special accolades for Sauvignon Blanc, garnering recognition for Veramonte as one of the leading Chilean producers of this varietal.

(oops) wines have generated considerable buzz in the marketplace for the unusual name, story, package, and the wines, which include Carmenère, Cabernet Sauvignon, Cabernet Franc-Carmenère, Carmenère-Merlot, Sauvignon Blanc and Carmenère Rosé. (oops) wines have been positively received by consumers, press and at wine competitions. (oops) wines retail for about \$12.00 and are available nationally.

"With our partners at VIA appointing Rafael Tirado to oversee (oops) is exceptionally positive news for our wines," commented Schwartz-Olcott President and Partner Brian Wurtz. "We are pleased that (oops) will benefit from the leadership and passion of one of Chile's best young winemakers."

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