

ALEXANDER VALLEY VINEYARDS

FOR IMMEDIATE RELEASE:

Healdsburg's CYRUS Sells for \$215,000 at Champion Wine Auction

Healdsburg, CA March 4, 2013

The Houston Livestock Show and Rodeo: Rodeo Uncorked! Champion Wine Auction and Dinner held on March 2 raised over \$1.5 million, with Lot 1 – Alexander Valley Vineyards CYRUS 2008 setting a new world record selling for \$215,000. The Wetzel Family and Winemaker Kevin Hall attended the auction and presented the wine on stage during the auction. Family Partner, Robert Wetzel commented: “CYRUS has received a number of 90+ point accolades and great reviews from critics across the country. For us, this one award stands above all others.”

The 2013 double-blind competition included 2,884 wines from 943 wineries located in twenty-one countries. Two days and tens of thousands of glasses later Alexander Valley Vineyards CYRUS was selected as the Grand Champion and Best of Show. This was an unprecedented third win for the wine. CYRUS 1999 won the very first competition in 2004. CYRUS 2006 took the top award again in 2011.

Over the past ten years the wine events at Rodeo Uncorked! have raised over \$13 million dollars. AVV's CYRUS auction proceeds alone have contributed \$472,000 to that total. Two years ago, CYRUS 2006 set a record price at auction when a 9L bottle sold for \$210,000, while the CYRUS 1999 sold for \$47,000 at the first auction in 2004.

The 10th anniversary auction broke the record for dollars raised as well. The top two wines were both from Healdsburg based wineries and they sold for an amazing \$420,000 – CYRUS at \$215,000 and Williams Selyem Westside Road Neighbors Pinot Noir 2010 for \$205,000.

The Wetzel Family has generously supported the HLSR and hundreds other charity events throughout the country. “We believe in supporting the communities that make Alexander Valley Vineyards a success,” said Family Partner Harry Wetzel.

About Alexander Valley Vineyards:

Alexander Valley Vineyards (<http://www.avvwine.com>) is a family-owned and operated winery located in the heart of Sonoma's Alexander Valley, on the historic property originally settled in the 19th century by Cyrus Alexander, the valley's namesake. Since 1975 the Wetzel Family has been producing an array of estate wines that reflect the unique character of the property. AVV's vineyard practices were initially recognized by the California Sustainable Winegrowing Alliance in March 2006 and again in 2010 when named a Sonoma Green Business. CYRUS® is a registered trademark of Alexander Valley Vineyards.

About Houston Livestock Show and Rodeo:

The 2013 Houston Livestock Show and Rodeo (<http://www.rodeohouston.com> or <http://www.hlsr.com>) is a Section 501(c)(3) charitable event, dedicated to benefiting youth, supporting education, and facilitating better agricultural practices through exhibitions and presentation. Since its beginning in 1932, the Show has committed more than \$330 million to the youth of Texas.

Highest priced bottle each year, size & wine

- 2004 – Alexander Valley Vineyards CYRUS 1999 – 9L - \$47,000
- 2005 – Hangtime Cellars Pinot Noir 2003 – 9L - \$90,000
- 2006 – Raymond Reserve Cabernet Sauvignon 2001 – 9L - \$200,000
- 2007 – Clos du Bois Marlstone 2003 – 9L - \$125,000
- 2008 – Stags' Leap Cabernet Sauvignon 2004 – 9L - \$201,000
- 2009 – Vina Robles Suendero 2006 – 9L - \$100,000
- 2010 – Davis Family Vineyards Cabernet Sauvignon 2006 – 9L - \$120,000
- 2011 – Alexander Valley Vineyards CYRUS 2006 – 9L - \$210,000
- 2012 – Marchesi Antinori Srl Guado al Tasso, Bolgheri, 2007 - \$211,000
- 2013 – Alexander Valley Vineyards CYRUS 2008 – 9L - \$215,000

###