

FOR IMMEDIATE RELEASE

BLACK BOX

W I N E S

Media Contacts:

Bridget Starkey
Current
415-262-5987 or bstarkey@talktocurrent.com

Alicia Laury
Constellation Wines U.S.
415-912-3851 or alicia.laury@cwine.com

AWARD-WINNING BLACK BOX WINES ADDS ARGENTINE MALBEC TO PORTFOLIO

New varietal expands product offering to another world-class wine appellation

SAN FRANCISCO – March 22, 2010 – Black Box Wines (www.blackboxwines.com), America's first premium and now best-selling 3L box wine, is excited to announce the addition of the 2008 Mendoza Argentina Malbec to its portfolio. Malbec has seen tremendous growth in the U.S. and this new offering continues the Black Box mission of bringing consumers the best quality wines from leading appellations at affordable prices. The wine is available nationwide for a suggested retail price of \$24.99.

Argentina is now the fifth leading producer of imported wine, with Malbec being one of its best-known varietals claiming a 61 percent dollar share (*Source: IRI Scan Data, Total U.S. Food & Drug, ending Feb. 21, 2010*). Over the past year, Malbec wines have won the enthusiasm of many consumers who are seeking opportunities to sample and purchase these delicious wines. According to customer insights provided by dunnhumby, 87 percent more households are purchasing Malbec wines compared to a year ago, with both new and existing Malbec consumers spending and visiting more per household.

Premium 3L box wines continue to transform the table wine business as consumers look for quality wines at affordable prices. According to IRI Scan Data, the total premium 3L box wine category saw 22 percent growth in 2010, measured by dollar sales, with Black Box outpacing the category with growth at 30 percent during the same period. (*Source: IRI Scan data, Total U.S. Food & Drug, ending Feb 21, 2010*)

"As the category leader, Black Box continually seeks out opportunities to bring consumers high quality, exciting wines," said Kim Moore, Black Box Marketing Director. "We have always been about putting the best wine in the box and our new Malbec is another example of a wine from a premier growing region with the quality that our customers have come to expect at half the price of bottled wine."

(more)

Malbec has discovered its true home in Argentina and has become the country's undisputed contribution to the great wines of the world. The fruit is sourced from Mendoza, located at the foothills of the Andes Mountains, where it thrives in the high altitudes and soils rich from mineral deposits that flow from glaciers in the Andes. Such dramatic conditions result in bold, beautiful wines with lots of intense, supple fruit. Possessing a deep purple color with a crimson hue, Black Box Malbec is a medium bodied wine with an inviting bouquet of lilac and cherry blossom. A hint of tobacco complements the earthy blueberry and chocolate flavors.

Black Box Wines repeatedly earn praise from both consumers and wine experts. The wines have earned 15 Gold medals over the years at national wine competitions, and garnered 14 "Best Buy" designations from *Wine Enthusiast* magazine since 2004. Recently, Black Box Wines was also awarded the IRI "Momentum" brand award. Each box of wine is the equivalent of four 750ml bottles and stays fresh for four weeks after opening, allowing wine drinkers to enjoy a glass of wine anytime without worrying about waste.

Black Box led the premium 3L box wine revolution in 2003 by introducing a Napa Valley Chardonnay to much acclaim. Today, the Black Box portfolio includes Chardonnay, Pinot Grigio, Merlot, Shiraz, Cabernet Sauvignon, Riesling, Sauvignon Blanc and Malbec, all sourced from a variety of the world's premier appellations including Napa Valley, Sonoma County, Central Coast, California, New Zealand and now Argentina. Most wines have a suggested retail price of \$24.99 (or the equivalent of \$6.25 per bottle). Black Box Wines are distributed in the U.S. by Constellation Wines U.S.

###

About Black Box Wines

Black Box Wines produces a variety of high-quality, premium 3L box wines from some of the world's leading appellations. The philosophy at Black Box is to seek the best value in wine, regardless of region, in order to provide the best possible quality and price to our customers. These food-friendly wines are meant to be consumed right away and stay fresh for four weeks after opening. www.blackboxwines.com

About Constellation Wine U.S.

Constellation Wines U.S. (CWUS) is the largest wine company in the U.S. based upon sales dollar value. The portfolio includes such brands as Woodbridge by Robert Mondavi, Clos du Bois, Robert Mondavi Private Selection, Blackstone, Ravenswood, Robert Mondavi Winery, Simi, Estancia, Wild Horse, Arbor Mist and Paul Masson Grande Amber Brandy. CWUS and Vincor Canada comprise Constellation Wines North America, a division of Constellation Brands, Inc., a leading international producer and marketer of beverage alcohol in the wine, spirits and imported beer categories.