

SIMPLY NAKED

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INTRODUCING SIMPLY NAKED: THE NATION'S FIRST FULL RANGE OF UNOAKED WINES Simply Naked Leads a New Category of Fruit Forward, Unoaked Red and White Wines

SAN FRANCISCO, Calif. – June 14, 2011 – Constellation Wines U.S. (CWUS) introduces Simply Naked, the nation's first complete lineup of unoaked wines. Simply Naked's portfolio is unique due to 100 percent stainless steel aging, which allows the true varietal character to be fully expressed without the influence of oak barrels. The Simply Naked inaugural collection includes the 2010 vintages of Pinot Grigio, Chardonnay, Merlot and Cabernet Sauvignon, all at a suggested retail price of \$9.99 and available nationally starting June 2011.

Simply Naked wines are clean, fresh and straightforward, but they are anything but simple. Making great wines without using oak to influence the taste means the winemaker must first begin with premium grapes sourced from the best regions in California. Then great care must be taken in creating wines that are fruit forward, yet are balanced and structured. The result is a fruit-driven, easy-drinking wine that can be sipped at any time and effortlessly pairs with a wide array of foods.

"Seeking out the vineyards to match this vibrant style has been extremely exciting," said Simply Naked Winemaker Ryan Flock. "We're continually searching for superb fruit to make wines that truly express the inherent flavor of the grape in the absence of oak. Making this style of wine has been a very refreshing change of pace as a winemaker."

The launch of Simply Naked follows a growing consumer trend that names "simplicity" as the latest driving force in new product development.¹ The unoaked wine lineup offers the perfect complement to this lighter style of food and eating.

"When we asked consumers what attracted them to Simply Naked wines, 52 percent attributed 'simplicity' as their main motivation to try the wine and nearly half named unoaked style as the reason they would purchase it²," said Nicole Glenn, Director of Marketing for Simply Naked Wines. "It does take confidence to go unoaked. We feel great about showcasing the true grape varieties and believe Simply Naked is the answer for wine drinkers seeking white and red wines that can be enjoyed on everyday occasions with any food pairing."

The approachable 2010 Chardonnay has already been named a "Platinum" and "Best of Class" Winner at the 2011 Consumer Wine Awards and displays notes of Bartlett pear, crisp Fuji apple and sweet nectarine with medium-bodied layers of melon, fig and honey. The 2010 Pinot Grigio is bright, crisp and refreshing with light-bodied citrus flavors and aromas of honeydew melon, white peach, passion fruit and jasmine spice.

The 2010 Simply Naked Merlot boasts intense blackberry fruit with black cherry, boysenberry, cola and a silky texture on the palate. The full-bodied 2010 Cabernet Sauvignon rounds out the red lineup with flavors of black cherry, blackberry, plum and chewy tannins that lead into an elegant, memorable finish.

¹ Source: Innova Market Insights, July 2010

² Source: AcuPOLL Research Inc., May 2010

Simply Naked wines pair beautifully with summer salads, a wide variety of grilled meats and seafood, spicy cuisine, exotic sauces, hearty dishes and an assortment of cheeses. For more about Simply Naked wines, visit www.simplynakedwines.com.

About Simply Naked Wines

Simply Naked is the first full range of unoaked wines in the U.S. offering four varietals: Pinot Grigio, Chardonnay, Merlot and Cabernet Sauvignon. The wines are aged in stainless steel barrels allowing the crisp fruit flavors to honestly express the grape's true varietal character. Wines aged in stainless steel require the winemaker to begin with higher-quality fruit sourced from the best regions in California to develop unoaked wines that are fruit forward, balanced and structured while complementing a wide variety of cuisine.

About Constellation Wines 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.

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