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BLACKBIRD VINEYARDS CONTRIBUTES \$322,000 TO FUNDRAISING EFFORTS AT 37th ANNUAL AUCTION NAPA VALLEY

Partnership with Bulgari for Bejeweled and Bespoke Experiences



*Blackbird Vineyards barrel head at the Auction Napa Valley barrel auction (left).
Winemakers Aaron Pott and Kyle Mizuno pouring at the barrel auction (middle).
Live lot display at Auction Napa Valley (right).*

(NAPA VALLEY, CA; June 6th, 2017) – In its tenth year of participation in Auction Napa Valley, Blackbird Vineyards collectively raised \$322,000 with its live, barrel and e-auction lots, contributing to the Auction's \$15.7 million total. Auction Napa Valley, now in its 37th year, has helped raise more than \$170 million in proceeds since its inception. The \$15.7 million raised this year will directly benefit healthcare, youth services, and affordable housing non-profits in Napa County.

Participating in nearly every aspect of this year's auction, Blackbird Vineyards donated a one-of-a-kind live lot in partnership with Bulgari and Harvest Inn by Charlie Palmer, which garnered a winning bid of \$300,000. A single barrel of wine was produced for the 2015 barrel lot cuvée, which sold for up to \$1,850 per case. In collaboration with Mandarin Oriental Hotel Group, Blackbird's "Experience the Perfect Blackmail" lot, part of the e-auction sold for \$5,750 and included a two-night stay at the Mandarin Oriental, Las Vegas and dinner for two at Pierre Gagnaire's restaurant, Twist, paired with Blackbird wines. The lot also included three hand-etched magnums of Blackbird Vineyards wines, a private tasting experience for four at RiverHouse by Bespoke Collection with Morimoto Bento Box lunch and one year of BlackMail membership.

Blackbird Vineyards' live lot, #18, included a three-bottle, horizontal collection of hand-etched, 6L imperials of 2014 Illustration, Paramour and Contrarian Proprietary Red Wines signed by winemaker Aaron Pott. The winning bidders will embark on a red carpet ride that will fly them in style to Los Angeles, as guests of Bulgari, for the coolest ticket in town during the Academy Awards®— the Elton John Aids Foundation (EJAF) Academy Awards® Viewing Party. To bring the experience back to Napa Valley, where it all began, this experience concludes with a portfolio tasting of Blackbird Vineyards wines at RiverHouse by Bespoke Collection followed by a dinner and accommodations at Harvest Inn by Charlie Palmer.

Since 2006, Blackbird has collectively raised over \$3.4 million with \$1.7 million of that for Auction Napa Valley. Past live lot donations have included rare opportunities to experience the Kentucky Derby, contribute to Robb Report's Car of The Year issue, attend the Cannes Film Festival with hosts CHOPARD, and enjoy the CHANEL couture fashion show in Paris with private air from XOJET.

Blackbird Vineyards extends a heartfelt thank you to all those who helped make this year's auction a success.

About Blackbird Vineyards

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of Right-bank-inspired wines from the Napa Valley. Planted in 1997, the estate vineyard is located in the heart of the Oak Knoll District—a region appreciated for its moderate climate and deep, gravelly soils. The vineyard's valley floor topography presents optimum growing conditions for winemaker, Aaron Pott, to produce elegantly-styled, appropriately-balanced red wines that offer short and long-term cellaring potential. www.blackbirdvineyards.com

About BVLGARI

Part of the LVMH Group, Bulgari was founded in Rome in 1884 as a jewellery shop. Quickly establishing a reputation for Italian excellence, Bulgari enjoys renown for exquisite craftsmanship and magnificent jewellery creations. The Company's international success has evolved into a global and diversified luxury purveyor of products and services, ranging from fine jewels and watches to accessories and perfumes, and featuring an unrivalled network of boutiques and hotels in the world's most exclusive shopping areas.

About Harvest Inn by Charlie Palmer

Voted #3 hotel in Northern California by Condé Nast Traveler's 2016 Readers' Choice Awards, Harvest Inn by Charlie Palmer is an idyllic resort designed to celebrate the vineyard way of life, with 78 luxurious accommodations nestled into five uniquely crafted neighborhoods, two secluded swimming pools, and a plush spa with indoor and outdoor facilities. Surrounded by the lush landscaping of expansive clipped lawns and serene shaded groves, partially forested by towering redwoods, Harvest Inn by Charlie Palmer also is home to gardens of agricultural botanicals. The distinctive mixing of heritage and modern style seen in the richly stained wood, leaded glass panels, and exterior stone as well as Tudor stucco with timber framing adds up to a storybook setting that is both rustic and elegant.

About Mandarin Oriental, Las Vegas

Mandarin Oriental, Las Vegas is one of only eight triple Forbes Five-Star hotels in the United States with Five-Star recognition for the hotel, Twist by Pierre Gagnaire restaurant and The Spa. A sophisticated sanctuary of modern elegance prominently situated at the entrance of ARIA Resort & Casino, Mandarin Oriental has made its mark as the ultimate urban resort destination in the heart of the Las Vegas Strip. Designed entirely by interior designer Adam D. Tihany and architecture firm Kohn Pedersen Fox, Mandarin Oriental brings to Las Vegas a new standard of style with stunning suites, captivating architectural design, unique restaurant and bar venues, and the legendary hospitality of Mandarin Oriental.

About Auction Napa Valley

Since 1981, members of the Napa Valley Vintners and community have rallied together to offer, each June, an experience unlike any other. What started as a small event has grown into one of the world's most renowned wine auctions which remains true to its goal of raising funds for healthcare, housing, and youth services nonprofits. Auction Napa Valley has given over \$145 million in proceeds to date. www.napavintners.com

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