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**Blackbird Vineyards' Key Brand Ambassadors Return to  
Premiere Napa Valley for a Record-Breaking Year**

***Bidding Shows Both Optimism in the Economy and Confidence in Napa Valley Wines***

(NAPA VALLEY, CA; March 3, 2011)—This past Saturday, the Napa Valley Vintners' annual wine futures auction broke records finishing at nearly \$2.4 million in sales, topping last year's take by more than 23%. Blackbird Vineyards' 5-case lot garnered a winning bid of \$17,000 (\$283 per bottle), from Gary's Fine Wines in New Jersey. Blackbird's one-of-a-kind lot, a 2009 vintage blend of 80% Merlot, 15% Cabernet Franc, and 5% Cabernet Sauvignon, ranked in the top wines among more than 200 barrels auctioned.

Gary Fisch of Gary's Wine and Marketplace was the auction's top bidder. Fisch holds the title as the retailer offering the most prestigious list of Premiere Napa Valley wines in the world—including those from Blackbird Vineyards.

"Premiere's statistics show a positive trending up for the economy and a renewed sense of confidence in investing in premium Napa Valley wines," says Blackbird Vineyards' Proprietor, Michael Polenske. "We are honored to be an integral part of the Napa Valley Vintner's efforts for our fifth consecutive year."

The vintner events leading up to Saturday's auction were considered "must attend" tasting opportunities for influential trade, such as, retailers, restaurateurs, distributors, and media. Blackbird Vineyards kicked off Premiere week with an open house reception at Ma(i)sonry Napa Valley on Thursday evening. The following day, Proprietor, Michael Polenske and Winemaker, Aaron Pott, hosted an intimate luncheon in Ma(i)sonry's upstairs wine, art, and design gallery for key media to preview Blackbird's 2009 barrel lot and current releases.

**About Blackbird Vineyards**

Founded in 2003 by Michael Polenske, Blackbird Vineyards is an artisanal producer of Pomerol-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. Limited quantities are available through an allocated mailing list direct from the winery and in the finer restaurants and hotels around the world. Visit [Blackbird](#) and become a fan on [Facebook](#).

**About Premiere Napa Valley**

For 14 years, the region's top winemakers have offered ultra-boutique wines to the trade, crafted in as few as five cases and never more than 20 cases, as individual bottlings for the brand known as [Premiere Napa Valley](#). These wines, created each only once, by 200 different wineries are offered as futures at auction only to the wine trade—individual restaurateurs and wine retailers—so they have the most unique, and some of the very best wines made from America's leading appellation.

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