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CONTACT: Nancy Civetta · Civetta Comunicazioni
617-577-8098 · nancy@civettacom.com

TOP TIER SPONSORS SUPPORT DIVAS UNCORKED ANNUAL WINE CONFERENCE
Master Sommelier Alpana Singh Hosts Kick-Off Dinner

(Boston, Mass...March 2, 2007) The highly anticipated Divas Uncorked wine conference for women will take place **Friday, March 23, through Saturday, March 24, 2007**, at the new **Westin Boston Waterfront**. As a testament to the Divas' growing popularity, **American Express** and **Riedel, The Wine Glass Company**, have signed on to support the fourth annual conference, "**Wine, Women and...Grape Expectations**," helping the nine-year-old organization further its efforts to make wine more approachable to women.

"Partnering with Divas Uncorked gives us another venue for our cardmembers to explore the world of wine in the fun and relaxed style that has become a signature of the Divas," says **Curtis L. Wilson**, vice president and general manager-TEI Restaurant Industries, American Express.

As an educational sponsor of Divas Uncorked, **Doug Cohn**, Riedel's Northeast regional sales manager, will host a "Does the Glass Matter?" seminar at Saturday's opening reception. Participants will discover how pairing wine with a corresponding varietal-specific glass can affect its bouquet, taste, balance and finish. Riedel will also provide all glassware used to swirl and sip at the afternoon tasting sessions.

The weekend's festivities will feature wines from **MARTINI & ROSSI Prosecco**, **Mendocino Wine Company** and **Wente Vineyards**, partners of the **Divas Uncorked Collaborative Consortium**, which was formed in 2004 to help wineries, distributors and retailers expand to reach diverse consumer markets.

The Divas are thrilled to welcome master sommelier, author and television personality **Alpana Singh** as this year's dinner speaker. At 26, Singh became the youngest female to be inducted into the exclusive Court of Master Sommeliers and now serves as director of wine and spirits for Lettuce Entertain You Enterprises, Inc. As host of the **Divas Uncorked Vintner Dinner** on Friday evening at **6:30 p.m.**, Singh will kick off the conference as she leads guests through multiple courses and shares pairing tips from her new book, ***Alpana Pours***.

On Saturday, the "**Women in the Wine Industry**" luncheon, from **11:30 a.m. to 12:45 p.m.**, pops the cork on the day's festivities. **Bella English** of *The Boston Globe* will moderate the luncheon discussion, while speakers **Lauren Bias**, chief operating officer and co-proprietor of **Sugarleaf Vineyards**; **Deborah Brenner**, author of *Women of the Vine*; and **Ann Matasar**, author of *Women of Wine*, offer historical and biographical insights into women's roles in the world of wine.

A series of wine-focused seminars and tasting sessions follow, when conference attendees will travel around the world via the grapevine, from the up-and-coming vineyards of Connecticut and Virginia, to the all-the-rage areas of Argentina, Chile and New Zealand. Heralded sommeliers and wine experts will lead the seminars, which run the gamut from "**Wine Basics**" to "**The Perfect Match**." A complete list of workshops and descriptions is available at **www.divasuncorked.com**.

"**Let's Chill**," a tasting and networking social on Saturday from **5:30 to 6:30 p.m.**, brings the conference to a close, as participants sample ice wines and mingle with the day's speakers. Signed copies of the speakers' books will be available for purchase.

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Tickets for Friday evening's vintner dinner are \$135 each; tickets for Saturday's luncheon, workshops and reception are \$185 each; tickets for the full wine weekend, including the dinner and conference, are \$250 each. Saturday's events are just for women, while the dinner is open to all. To register, visit www.divasuncorked.com.

About Divas Uncorked, Inc.

The mission of Divas Uncorked, Inc. is to make wine more approachable to women of all ages by breaking down the intimidating image of the wine world. Since forming in 1998, the vivacious African-American women of Divas Uncorked have met monthly at each other's homes, pairing wine with food, exploring wine's inherent social and style characteristics, identifying the nuances of bouquet, and discovering the tradition of vintage. "Wine savvy, not wine snobby" is their mantra. They take this unique approach public by offering women a chance to improve their appreciation of and comfort around wine through their annual "Wine, Women and..." conferences in Boston and through educational wine events across the country throughout the year. The Divas Uncorked Collaborative Consortium helps wineries, distributors and retailers expand to reach diverse consumer markets. Join the Divas' network at www.divasuncorked.com.

About American Express

Establishment Services is the merchant network of American Express, which acquires and maintains relationships with millions of merchants around the globe, which welcome American Express-branded Cards. American Express Company is a leading global payments, network, travel and banking company founded in 1850. For more information, visit www.americanexpress.com.

About Riedel, The Wine Glass Company

Riedel Crystal is known throughout the world for designing the most finely tuned drinking instruments for every level of wine sophistication. To showcase each wine in its finest form, Riedel ensures that every glass reach for all the aromas and taste components, finds maximum complexity by featuring the best possible harmony, creating a balanced interaction between fruit, minerality and acidity, and deemphasizing the evidence of alcohol. When all these elements are in place, the glass becomes the wine's "loudspeaker," transmitting the message of the beverage to the human senses. This philosophy has always informed Riedel's approach to design and the difference is evident in every glass. Founded in Bohemia by Johann Christoph Riedel in 1756, Riedel Crystal marked its 250th anniversary in 2006. Today, the company is guided by Georg (10th generation) and Maximilian Riedel (11th generation), and their revolutionary designs and techniques continue to shape the industry. Learn more at www.riedel.com.

About Mendocino Wine Company

Mendocino Wine Company, a partnership of the Thornhill and Dolan families, is dedicated to socially responsible and environmentally sound agriculture and business. The company values creativity, heritage, community and family. Everyone at Mendocino Wine Company is actively working to engage a wider audience for wine. As dynamic industry leaders, the owners demonstrate the benefits of sustainable viticulture, and they work persistently to elevate the quality, recognition and perception of Mendocino County wines. More information can be found at www.mendocinowinecompany.com.

About Wente Vineyards

Founded in 1883, Wente Vineyards is the country's oldest continuously operated family-owned winery. Owned and managed today by the fourth and fifth generations of the Wente family, the winery draws from nearly 3,000 acres of estate vineyards located in the Livermore Valley and Arroyo Seco regions of California. The winery's Livermore Valley vineyards are part of the San Francisco Bay appellation. This region, distinguished climatically by the marine influence of San Francisco Bay, is especially noted for Chardonnay, Cabernet Sauvignon, Merlot and Sauvignon Blanc, all wines in the Wente Vineyards portfolio. Wente Vineyards also offers wine country experiences at its award-winning restaurant, events center, Greg Norman designed championship golf course, summer concerts at the vineyard and two tasting rooms. For more information, visit www.wentevineyards.com.

About MARTINI & ROSSI Prosecco

Bringing more than a century of experience as the #1 importer of sparkling wine in the world, Martini & Rossi is the first national brand to introduce Prosecco to the expanding U.S. wine-drinking public comprised primarily of Baby Boomers, Gen Xers and Echo Boomers who are consuming wine at a greater rate than any previous generation. MARTINI & ROSSI Prosecco comes in a simply designed, sleek, deep green bottle with a glossy finish. The hand-tied string over the cork speaks of tradition and craftsmanship. The look is sophisticated and contemporary, much like the wine inside. The slightly sparkling character (frizzante) makes this a perfect wine to enjoy with appetizers or light dishes. For more information, go to www.martiniprosecco.com.

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