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**WINERY ANNOUNCES NEW
DIRECTOR OF NATIONAL MARKETING AND PROMOTION**

Carmel Valley, Ca. - Chateau Julien Wine Estate has recently hired Steve Diamond as Director of National Marketing and Promotion. Steve brings over 17 years of experience in the wine and spirits industry with an extensive background in both sales management and product marketing.

The recently created position will focus on expanding the winery's brand presence nationally through the distribution network, sales and marketing programs. "We look forward to Steve's contributions to our brand and the invaluable experience he adds to our team," comments proprietor Bob Brower.

After a brief introduction to the Wine and Spirits industry, working with a Southern California distributor, Steve moved on to Seagram Americas. Throughout his 14 years with Seagram's, he held various positions in sales and marketing. Most recently Steve was Sales Manager for Galante Vineyards, Carmel California. Through his career he has been responsible for furthering brand sales and image, development of marketing plans encompassing strategic objectives and financial requirements and development and implementation of public relations and advertising campaigns.

"I am extremely excited to have the opportunity to market and sell the wonderful wines produced here at Chateau Julien Wine Estate. The complete portfolio of wines- Private Reserve, Estate Vineyard, Barrel Selected- exemplify the winery's commitment to quality, our vineyards and the soils of Monterey County," adds Diamond.

Chateau Julien Wine Estate is family owned and operated by Robert and Patty Brower in Carmel Valley, California. The winery produces wines under three tiers: Chateau Julien Private Reserve, Estate Vineyard and Barrel Selected. Over 25% of the winery's 246-acre South Monterey County vineyard is planted with its flagship varietal, Merlot, with additional acreage planted in Cabernet Sauvignon, Chardonnay, Syrah, Sangiovese, Zinfandel, Pinot Grigio, Marsanne, Malbec and Cabernet Franc. For more information on Chateau Julien wines or the Wine Estate, please visit www.chateaujulien.com