



PRESS RELEASE

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PRINCE MICHEL VINEYARDS RECEIVES TOP AWARDS FROM INTERNATIONAL MARKETING GROUP

Niagara-on-the-Lake, Ontario, Canada . . . Prince Michel Vineyards of Virginia took top honors in the 17th annual MANNY Awards, held May 3, 2003, in Ontario at Niagara-on-the-Lake. The annual event is sponsored by the Marketing Communications Agency Network (MCAN), a professional organization headquartered in Orlando, Florida, with member advertising and marketing agencies in the United States and Canada. MANNY judges were Merrily Terry, Associate Creative Director from Walt Disney World Parks and Resorts; James Hauptman, Director Creative Copy for L.L. Bean; and Ken Burgin of Context Communications of Toronto.

Prince Michel Vineyards, in the foothills of Virginia's Blue Ridge Mountains, received two gold MANNY's for creative marketing and branding project applications. The first award is a unique point-of-sale display featuring the 17 wines produced by Prince Michel, plus wines of other Virginia vineyards sold in grocery and liquor stores throughout the state. Wetzel Brothers, a Consolidated Graphics Company in Milwaukee, Wisconsin, produced the display, which was designed by Britt Marketing of Forest, Virginia. It features a Palladian architecture roof that overhangs the wine bottles on display, with a heading that reads: "Wines of Virginia. Locally Grown. Internationally Acclaimed." The four-color display, which will be in stores this month, took six months to engineer and test before bringing it to market. "It was a display fit for vine ripened royalty!" exclaimed Disney's creative authority, Merrily Terry.

The second gold award went to Prince Michel's imaginative "Cheers!" fleet graphic campaign. Designed to create awareness for the winery's new logo that appears on a giant 24'x10' visual, the graphic features a highly stylized, full glass of red wine in front of authentic Virginia grapes. The new logo and the slogan "Cheers!" are also on the backside of the truck, along with the company telephone number 1-800-800-WINE and its website www.PrinceMichel.com.

A silver MANNY was awarded to Prince Michel for the imaginative design of the directional billboard located 18 miles south of the winery on Route 29. The board is a massive 44' wide by 14' high and features the same artwork as the fleet graphic to reinforce the image and branding. The phrase "For a Grape Experience Go 18 Miles and Turn Left" is "extremely innovative and a real traffic mover for the

vineyards,” said Frank Britt, president of Britt Marketing of Forest, Virginia, which created the traffic building design to create brand awareness and also to increase business for the vineyard.

Prince Michel Vineyards in Leon, Virginia, was founded in the 1980’s by Jean Leducq, a French businessman, who recognized that the deep red soils of central Virginia provided excellent conditions for producing wine grapes. In 1996, Leducq and his wife started the Leducq Foundation to support international cardiovascular research. All proceeds from the sale of Prince Michel of Virginia wines are donated to the foundation.

The MANNY’s have been presented to clients of member agencies of MCAN since 1986 and are judged by impartial international advertising and marketing professionals. Manny judge Jim Hauptman, of L.L. Bean, applauded the Prince Michel designs as an “exciting and perfect use of creative branding. Bravo! Or, better still, ‘Cheers’!”

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