
For Immediate Release:
THE NEW TOAST OF THE TOWN:
STARS GO TO BAT FOR LOCAL CHARITIES



Cabernet Glavingnon, Chipper Chardonnay & McCann Merlot
For high-resolution imagery, email brett.rudy@charityhop.com.

OVERVIEW

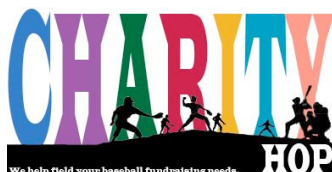
Buy me some peanuts and...Chardonnay?! Debuting from Longball Cellars are charity wines for Tom Glavine, Chipper Jones and Brian McCann. The players themselves do not profit a single dime. Instead, 100% of their proceeds will raise big league dollars for local charities.

The all-star line-up in Atlanta is:

- Tom Glavine: *Cabernet Glavingnon* – benefiting CURE Children’s Cancer
- Chipper Jones: *Chipper Chardonnay* – benefiting The Miracle League
- Brian McCann: *McCann Merlot* – benefiting Rally Foundation for Childhood Cancer Research

Wines will be sold in fine retailers all over Georgia and are expected to retail for \$13. The Napa Valley wines come from Clos LaChance Winery & Estate Vineyard located in San Martin, CA.

Owner and President of Charity Wines, Andrew Graff, said: "We are thrilled to be working with first class individuals like Chipper, Brian, and Tom. They truly encompass what it means to be a professional both on and off the field and we admire their commitment to giving back. Braves fans are among the best in all of baseball and we are elated to give them this unique opportunity to collect and enjoy the wines while also knowing that they are helping to make a difference."



March 11, 2008

SALES AND LAUNCH INFORMATION

Retailers will have their first opportunity to pre-order these Limited Edition wines beginning the last week of February 2008.

On May 19, a launch will be held for media at Turner Field. Concurrently, wines will be available in Georgia, N. Carolina and S. Carolina retailers, restaurants, and online.

ABOUT CHARITY WINES



After personal tragedies involving friends and family with cancer and heart disease, Andrew Graff and John Corcoran decided to start Charity Wines, a philanthropic division of their Massachusetts based company, VinLozano Imports Inc. With the goal of pairing fine wine with great charities, the Longball Cellars brand was born. Nationwide, more than 30 professional athletes across baseball, football and hockey will have charity wines in 2008. Visit www.CharityWines.com.

ABOUT THE CHARITIES

The Miracle League – Serves brave children with disabilities. Proceeds from Chipper Chardonnay help provide every child a chance to play baseball. Learn more at www.miracleleague.com.

Rally Foundation for Childhood Cancer Research – Proceeds from McCann Merlot raise funds to support pediatric cancer research with an aim to find better treatments and cures for childhood cancers. Learn more at www.rallyfoundation.org.

CURE Childhood Cancer – Proceeds from Cabernet Glavingnon help conquer childhood cancer through research, education and support of patients and their families. Learn more at www.curechildhoodcancer.org.

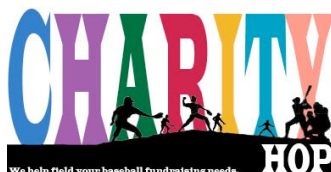
ABOUT THE MAJOR LEAGUE BASEBALL PLAYERS TRUST

A portion of the proceeds from sale supports the Major League Baseball Players Trust. This charitable foundation is supported by all Major Leaguers and promotes volunteerism, training high school students as community volunteers, and contributes to causes affecting the needy around the world.

CONTACTS

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We help field your baseball fundraising needs.