



MARILYN MONROE'S "SMOLDERING" IMAGE RETURNS

Playboy's First Centerfold Graces a Sumptuous Wine – The Velvet Collection 2004

NAPA, CA, October 4, 2006 -- Much like a phoenix emerging from the ashes, Marilyn Monroe rose anew today with the debut of The Velvet Collection 2004. Everyone knows how truly incandescent Marilyn Monroe was, but no one could have predicted just how **HOT** she would become last October, when a warehouse fire destroyed nearly all of The Velvet Collection 2003 featuring a label with the lithe 22 year-old Ms. Monroe in the unforgettable pin-up photo that graced *Playboy* magazine's very first issue in 1953. Emblazoned on our collective memory, that photo has become a truly iconic image, and avid collectors and wine connoisseurs alike lamented the lost opportunity to collect something as unique and iconic as the screen legend herself.

"Last year's fire not only destroyed most of the 2003 Velvet Collection, but it broke our hearts," said Marilyn Wines' Bob Holder. "Over the years, everything connected with Marilyn has become more and more treasured, as have our limited-edition, finely crafted wines. The Velvet Collection is coveted by Monroe fans and collectors alike. It's been a long year putting the pieces back together, but that makes the 2004 vintage all the more special to us."

By exclusive agreement with Playboy Enterprises, Inc., the label for the 2004 vintage of The Velvet Collection features the same famous photograph but with some stylish alterations: Marilyn poses seductively on a flaming red velvet background, but this year a golden sequined overlay discreetly covers her most memorable assets. When the wrap is gently removed, the stunning original photo is revealed. In addition, new peek-a-boo packaging houses Marilyn in a rich red presentation box, which cleverly protects the bottle while exposing the modest label.

The Velvet Collection 2004 is a blend of 52% Cabernet Sauvignon and 48% Merlot wines from Napa Valley made under the direction of noted winemaker John McKay. The resulting wine is as silky, smooth and seductive as the star on the label.

The individually numbered, limited edition of The Velvet Collection 2004 is available as a magnum bottle that comes in a sealed gift box for \$225 or in a three-bottle, numbered, wooden-boxed set (consisting of one bottle each of 750 ml, magnum and double magnum) for the price of \$1000.

The Velvet Collection 2004 is part of a family of wines by Marilyn Wines that feature Marilyn Monroe including Marilyn Merlot, Marilyn Cabernet, and Norma Jeane. The first release of The Velvet Collection, with a different image of Marilyn from the same 1949 photo shoot, was the 2002 vintage. The Velvet Collection 2004 can be purchased on-line from MarilynWines.com (<http://marilynwines.com>) or by calling 866-MMWINES (866-669-4637). It will be available through fine wine retailers nationwide or at the Napa Wine Company, Highway 29 & Oakville Crossroad, Oakville CA.

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