



Marilyn Wines Releases 2006 Vintage of Norma Jeane, "A Young Merlot"

Napa CA November 8, 2006 – Marilyn Wines today announced the release of the 2006 vintage of Norma Jeane, A Young Merlot. This special wine is the first released after harvest each year, and its freshness and vivacity celebrate the enduring charm of Marilyn Monroe in her early 'Starlet' years.

The ninth release in the series, the 2006 Norma Jeane is a blend of 83% Merlot and 17% Syrah, sourced from vineyards in French Camp, California. Norma Jeane 2006 retails for \$10.50 and is widely available nationally at select retail stores or through MarilynWines.com.

In 1998 Marilyn Wines began making a young, fresh, fruity Merlot as an extension of their family of wines honoring Marilyn Monroe. "The name came to us immediately," owner Bob Holder explains. "We wanted to remind everyone of the young and innocent Norma Jeane Mortenson, before she 'became' Marilyn Monroe," he says. The label designs always feature photographic images of the young Norma Jeane. The image on the 2006 Norma Jeane is from a photo taken by renowned Hollywood photographer Laszlo Willinger in 1946.

Norma Jeane Mortenson was born on June 1, 1926 in Los Angeles, California to Gladys Baker (she was baptized Norma Jeane Baker and also used that name). While working on the assembly line at the Radio Plane Munitions factory in Burbank, California in 1944, she was photographed by David Conover for an article on women contributing to the war effort for *Yank* magazine. Within two years she was a popular model, with many magazine covers to her credit. She enrolled in drama classes and signed her first studio contract with Twentieth Century Fox on August 26, 1946. Soon after, Norma Jeane dyed her hair blonde and changed her name to Marilyn Monroe (her grandmother's last name). The rest, as they say, is history.

Winemaker John McKay describes the wine: "This vintage reddish purple in color and the aromas are distinctly black fruit in character. The flavors are surprisingly mature for a wine released so young. Drink it today for its youthful exuberance, or wait a while for a more mature experience – neither will disappoint."

Apart from Norma Jeane, the family of Marilyn Wines includes Marilyn Merlot (current vintage 2004, \$26), Marilyn Cabernet (current vintage 2002, \$38) and the Velvet Collection. The 2004 Velvet Collection is available in two formats – as a 1.5 liter magnum in a dramatic presentation box (\$200) or as a 3-bottle set in an elegant wooden display box (containing a standard 750 ml bottle, a 1.5L magnum, and 3L double magnum, \$1,000).

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