

Celebrate the Oscars with Newman's Own Wines

FOR IMMEDIATE RELEASE

NEWMAN'S OWN®

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Newman's Own Offers a Chance to Attend the 2014 GBK Productions Oscar Awards Celebrity Gifting Lounge

St. Helena, CA February 19, 2013 – Newman's Own wines is rolling out the red carpet by offering consumers a once-in-a-lifetime opportunity to attend the 2014 GBK Productions Oscar Awards celebrity gifting lounge. Now through the end of February, consumers can enter the sweepstakes at: www.newmansownwines.com. One Grand Prize winner will be awarded:

- Airfare for two to Los Angeles
- Three nights hotel accommodations on location
- Two days attendance at the GBK Productions celebrity gifting lounge to pour wine at the Newman's Own wines table
- A celebrity gift bag

The GBK Productions celebrity gifting lounges are known for the quality of top name brand products acquired, high profile celebrities and sought-after national press that attend. The sweepstakes promotion includes in-store point of sale materials along with coupons and details on how to win. John Garaventa, senior marketing manager for Newman's Own wines noted, "We are excited about the sweepstakes promotion, as Newman's Own wines are a perfect pairing with the Oscars. Paul Newman's craft was acting and he received ten Academy Award nominations during his career."

Paul Newman was nominated for his first Oscar in 1959 for *Cat on a Hot Tin Roof*, and in 1987 won Best Actor in a Leading Role for [The Color of Money](#), five years after founding Newman's Own. The company started as a tiny boutique salad dressing operation that gave all profits to charity. Today, Newman's Own is one of the most recognizable names in the food & beverage industry and continues Paul Newman's legacy of donating all profits to charity. Over \$370 million has been given to thousands of charities since 1982.

Garaventa added, "Consumers can host their own Oscar viewing party, or bring Newman's Own wines as a host/hostess gift. It's a great way to honor the legacy of Paul Newman."

About Newman's Own

Newman's Own wines are produced by Trinchero Family Estates, Napa Valley vintners since 1948. The Trinchero Family Estates portfolio includes more than 30 brands such as Sutter Home, Trinchero Napa

Valley, Napa Cellars, Terra d'Oro, SeaGlass, Trinity Oaks, Folie à Deux, Ménage à Trois, and the number one alcohol-removed wine, Fre. TFE markets and sells Joel Gott Wines; Charles & Charles wines; and the Three Thieves group of wines: Bandit, Newman's Own, and The SHOW. TFE's import portfolio includes Angove Wines from Australia; Doña Paula wines from Argentina; Carmen Wines from Chile; Shatter Wines from France; and CRUZ and Tres Agaves Tequilas from Mexico. Visit www.newmansownwines.com to learn more.

About GBK

GBK, formerly GBK Productions, is a luxury lifestyle gifting and special events company, specializing in entertainment marketing integration. Formed in 2000 by Gavin Keilly, the company's Founder and CEO, GBK consists of five divisions: GBK Celebrity Gifting, GBK Special Events, GBK Weddings, GBK Charitable Consulting and GBK Marketing/Public Relations. Widely known in the entertainment industry for bringing that little extra something into the Gifting Lounge environment, GBK offers its clients a full range of marketing services. For more information on Gavin B. Keilly (CEO), Carla Domen (VP) or GBK, please go to www.gbkproductions.com.

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