

Media Contact: Lael Carlson

Randall PR / (206) 624-5757

FOR IMMEDIATE RELEASE

Northwest Cellars Expands Seattle Staff with Three New Hires

KIRKLAND, Wash.—(October 26, 2007)—Northwest Cellars, the local company that creates personally labeled wines out of custom Northwest wine blends, recently added three new members to its Seattle staff.

Gregg Bleakney, Account Manager

Bleakney is in charge of securing new business and managing existing accounts and ensures that all current accounts have tasted new releases. Bleakney, a Seattle native, has ten years of sales experience stemming from his background in the software industry. His interest in wine was sparked through his extensive travels around the world.

Melissa LaCaille, Online Marketing Wizard

LaCaille manages web site content, marketing strategies, e-mail lists and online newsletters. LaCaille has a BA in International Communications from the University of Washington and previously worked in e-mail marketing with a start-up company in Newport Beach, Calif. While there, she also took up catering and spent a lot of time around "wine snobs." She believes wine is as much a part of a dinner table as family and conversation. Born and raised in Puyallup, Wash., LaCaille now resides in Kirkland, Wash.

Robin Hirano, Warehouse Supervisor

Hirano prints and labels bottles and prepares orders for delivery, as well as maintaining warehouse and office supplies. Hirano holds a Bachelor of Science in Elementary Education from Virginia Tech and served as Organizing Consultant at her company, A Place For Everything, for two years prior to joining Northwest Cellars. She was born in Fort Worth, Texas, before moving to the Seattle area 11 years ago from Fairfax, Va.

Northwest Cellars produces and distributes high quality, affordable wines with custom-designed labels. They barrel taste and carefully select the best wines available, then create custom blends. The wines are ideal for special events, hotels, restaurants, private clubs, non-profit fundraisers, and personal, corporate and unique promotional gifts. www.northwestcellars.com <<http://www.northwestcellars.com/>>

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