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Cleavage Creek Cellars: 10% of Gross Sales Donated to Breast Cancer Research

The second generation of Cleavage Creek wines produced by owner Budge Brown will be released on October 4th, 2008. Dedicated to fighting breast cancer, Cleavage Creek and Brown continue their commitment to donate 10% of gross wine sales to breast cancer research. Brown lost his wife of 48 years to breast cancer in 2005. He obtained the Cleavage Creek label, and is focusing his efforts on funding research to find an end to the disease.

www.CleavageCreek.com

Cleavage Creek will release 6 varietals on October 4th. This much anticipated release continues a one-of-a-kind philanthropic venture, pairing fine wine and an effort to fund breast cancer research. The six new Cleavage Creek wines include a 2006 Reserve Napa Cabernet Sauvignon, a 2006 Reserve Napa Petite Sirah, a 2006 Reserve Cabernet-Syrah, and a 2007 Reserve Chardonnay, all produced from grapes grown in Budge Brown's own vineyards. A 2006 Secret Red and a 2007 Secret White complete the group. Brown expects a total of 1,600 cases of wine to be available for sale in October 2008.



Each bottle of Cleavage Creek wine honors a breast cancer survivor with their picture on the label. Their story is told on the Cleavage Creek website. Six survivors adorn the bottles of the second release of Budge Brown's Cleavage Creek wines. The breast cancer survivors and their stories are every bit as unique and special as the wine they represent.

Ten percent of the gross dollar amount of this operation will be donated to cutting edge research to fight breast cancer. That's gross, not net - a huge difference when determining the amount of money that will be contributed. These wines will be priced in the \$18 - \$50 range and are available for purchase via internet and phone. Gift sets of Cleavage Creek wines will be available in 2, 4, and 6 bottle sets.

To date, Cleavage Creek has donated over \$37,000 to breast cancer research.

Budge Brown is a successful self-made businessman and farmer. Brown believes that Cleavage Creek wines can make a difference. "The world is full of people who enjoy good wines," says Brown. "When they buy Cleavage Creek, they get a world class wine while helping efforts to find a cure for breast cancer. Everybody wins. When people learn about Cleavage Creek and the motivation behind it, well, if it reminds one person to go for a checkup, do a self-examination, or become more informed, we're accomplishing our goal of saving lives. The cure for breast cancer may not come in my lifetime, but the mere existence of Cleavage Creek could bring it along sooner rather than later. Let's get it done."

Plans for Cleavage Creek vineyards in Napa are in the works, and they are ambitious. A tasting room and wine shop will soon be under construction just steps from the growing vines as the permit has already been approved by local Napa

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officials. Arlene's Garden, a special meditation flower garden overlooking a lake has been built to honor the late Arlene Brown, Budge Brown's wife and a victim of breast cancer. Her favorite flowers have been planted there, including over 20,000 daffodils, 10,000 iris, thousands of tulips, California poppies, a host of wild flowers, and roses. "I want people to visit Cleavage Creek and celebrate life and health," says Brown. "There's no better way to do that than with a fine wine and the company of those who are a part of the fight." Brown looks forward to hosting events and celebrating survival. "We have to move forward," he asserts. "The focus should be on finding a cure. We want Cleavage Creek to do all it can to help this process."

Budge Brown speaks with great passion about the Cleavage Creek Wine Clubs. There is a special category of the club for those who have conquered breast cancer. Brown believes that not only should those with breast cancer survive, but they should thrive as well.

Brown's goal is simple and his dedication is genuine. "I want to sell great wine, give a portion of our gross to the best sources for a cure, raise awareness, and celebrate survival. Our motto is 'Live to Love Life'."

About Cleavage Creek

Cleavage Creek vineyards are located in Pope Valley, Napa, Calif. Cleavage Creek is dedicated to producing world class wines and funding breast cancer research. For more information, please visit www.CleavageCreek.com or phone 1.888.295.1280.

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