



Cleavage Creek™

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Cleavage Creek Cellars Announces Valentine Wine Sale

Wine label donating 10% of gross sales to breast cancer research

Napa, Calif. – January 24th, 2008 -- Cleavage Creek Cellars announces a Valentine sale on 3 special groupings of their world class wines. These prices are available from February 1st to February 15th. Wines can be purchased at www.CleavageCreek.com or by calling 1.888.295.1280.

10% of the gross sales of all Cleavage Creek wines is donated to fund breast cancer research.

The 3 special packages :

Cupid's Cuddle ~ a 2 bottle set of the Cleavage Creek 2005 Napa Valley Reserve Cabernet Sauvignon and the 2006 Secret White. This is the ideal gift set for the red wine lover combined with a white wine lover. Regularly priced at \$68 this special is going for \$58.

Sweetheart Special ~ a 2 bottle set of the Cleavage Creek 2005 Napa Valley Reserve Petite Sirah and the 2004 Merlot - Shiraz. This is the ideal gift set for the red wine lover. Regularly priced at \$70 this special is going for \$50.

More Amore` ~ a complete 8 bottle set of all of the first release of Cleavage Creek wines. This is all of a Valentine any wine lover could want. Regularly priced at \$235, this special is going for \$189. Wines include the 2005 Napa Valley Reserve Cabernet Sauvignon, the 2005 Napa Valley

Reserve Petite Sirah, the 2004 Tracy Hills Merlot, the 2005 Cabernet-Syrah, the 2006 Reserve Chardonnay, and the 2004 Merlot-Shiraz, the 2003 Secret Red, and 2006 Secret White.

Cleavage Creek, owned by Budge Brown, produces 8 different world class wines. Brown lost his wife of 48 years to breast cancer in 2005. He obtained the Cleavage Creek label, and is focusing his efforts to raise awareness and fund research to find an end to the disease. Each of the Cleavage Creek wines features a breast cancer survivor on the label of the bottle. Their stories are told at the Cleavage Creek website. Cleavage Creek is located in Napa, Calif. Cleavage Creek is dedicated to producing world class wines and funding breast cancer research. For more information, please visit www.CleavageCreek.com.

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