



Cleavage Creek™

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Cleavage Creek Cellars Announces Contribution to Fight Breast Cancer

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

Napa, Calif. – July 1st, 2008 -- Cleavage Creek Cellars has announced their second contribution in the fight against breast cancer. Cleavage Creek has donated \$5,000 to the Sutter Breast Care Center in Santa Rosa, CA. The funds will go towards the purchase of Dedicated Breast MRI Technology, an Aurora Breast MRI System.

Cleavage Creek and owner Budge Brown donated \$5,000 to the Sutter Breast Care Center in October 2007.

Cleavage Creek produces fine wines and is dedicated to fighting breast cancer and raising awareness about the disease. Cleavage Creek and owner Budge Brown donate 10% of the 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 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:

<http://www.cleavagecreek.com/ccwomen.html>

The first Budge Brown era Cleavage Creek wines were released on October 15th 2007. The next vintage release will take place in October 2008.

About Sutter Breast Care Center

Sutter Breast Care Center is in the midst of a two year \$1.7 million fund raising campaign to obtain this technology. This MRI technology detects tumors that are not typically identified by mammograms - especially those found in denser breasts of younger women or, in some cases, tumors, which develop in high-risk women or those with a strong family history of the disease. Unlike mammograms, which utilize X-rays, Aurora uses MRI technology to detect breast cancer. MRI is a non-invasive method which renders the inside image of the breast without exposing the patient to any radiation. More importantly, the Aurora Breast MRI System provides an entire three-dimensional composite model of the breast, enabling physicians to diagnose cancer earlier and more accurately.

For more information, visit <http://www.suttersantarosa.org/services/whrc/breastcare.html>

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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