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**Cleavage Creek Commemorates
National Breast Cancer Awareness Month
with Release of New Wines**

6 new wines offered by Cleavage Creek

Napa, Calif. -- October 1st, 2009 -- To commemorate the 25th anniversary of October as *National Breast Cancer Awareness Month*, Cleavage Creek is releasing six new wines. Dedicated to making award winning wines and fighting breast cancer, Cleavage Creek donates 10% of gross sales to fund breast cancer research. On the label of each bottle of Cleavage Creek wine is the image of a breast cancer survivor whose inspiring story is told on the Cleavage Creek website: www.CleavageCreek.com Owner Budge Brown lost his wife of 48 years to the disease, and he is dedicated to funding research for a cure.

The new Cleavage Creek wines to be released include: 2007 Reserve Napa Cabernet, 2007 Reserve Napa Petite Sirah, 2007 Merlot- Shiraz, 2008 Chardonnay, 2007 Secret Red, and a 2008 Secret White

“October is a very important month for us,” notes Budge Brown, owner of Cleavage Creek wines. “It’s the perfect time to release our new wines with a great deal of focus on National Breast Cancer Awareness Month. We’re very proud of these new wines and we’re confident that they will help us raise awareness and enhance our fight against breast cancer.”

The Budge Brown era of Cleavage Creek began in October 2007 when the first generation of wines was released. Brown lost his wife of 48 years to breast cancer. He is using the award winning wines of Cleavage Creek to raise awareness and to fight the disease. To date, Cleavage Creek has contributed over \$55,000 to fund breast cancer research.

Most recently, a new Integrative Oncology Research Clinic funded by Cleavage Creek wines opened in February 2009 on the campus of Bastyr University in Kenmore, Washington. This outpatient facility provides state-of-the-science and state-of-the-art naturopathic and traditional Chinese medicine treatment and Integrative management of cancer patients. The new clinic offers comprehensive support and treatment for each stage of the cancer patient's experience: diagnosis, treatment decisions, and restoration of immune function and health after completion of standard treatment.

Using information gathered in the new Integrative Oncology Research Clinic, Bastyr University will collaborate with the Fred Hutchinson Cancer Research Center in Seattle to do a controlled outcomes study. This study will compare the 'disease free survival' and quality of life in breast cancer patients who are treated in the Integrative Oncology Research Clinic to women living in Washington State who do not include complementary, alternative, or Integrative therapies in their treatment plans.

The Integrative Oncology Research Clinic will provide consultation with naturopathic physicians who are board certified in naturopathic oncology and doctors of acupuncture and oriental medicine and include mind/body medicine, acupuncture, botanical and nutritional medicine. Clinic doctors will communicate with each patient's medical and radiation oncologists to ensure truly integrative care.

All patients with cancer diagnoses who receive treatment and care at the Bastyr Integrative Oncology Research Clinic will be asked to participate in the research study to monitor the clinical and quality of life outcomes in cancer patients.

"This is an exciting time for Cleavage Creek," says Brown. "We're delighted with the wines we're producing. They have won many awards in national and international competitions. We're

optimistic about the research we're funding to find a cure for breast cancer. Cleavage Creek makes award winning wines for a life saving cause.”

About Cleavage Creek

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

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