



Cleavage Creek™

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Cleavage Creek Winery To Donate 10% of Gross Sales to Breast Cancer Research

Owner Budge Brown announces release of new Cleavage Creek wines on October 15th

New Era of Wine & Philanthropy Begins

Napa, Calif. – October 1st, 2007 -- The first Cleavage Creek wines produced by owner Budge Brown will be released on October 15th, 2007. Dedicated to fighting breast cancer, Cleavage Creek and Brown will 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 fund research to find an end to the disease.

Cleavage Creek will release 8 varietals. This much anticipated release heralds a one-of-a-kind philanthropic venture, pairing fine wine and an effort to fund breast cancer research. The eight Cleavage Creek wines include a 2005 Reserve Napa Cabernet Sauvignon, a 2005 Reserve Napa Petite Sirah, a 2005 Cabernet-Syrah, a 2004 Merlot, a 2004 Merlot-Syrah, and a 2006 Reserve Chardonnay, all produced from grapes grown in Budge Brown's own vineyards. A 2003 Secret Red and a 2006 Secret White complete the group. Brown expects a total of 2000 cases of wine to be available for sale in the first year.

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. An incredible group of 7 models adorn the

bottles of the first 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 \$22 - \$60 range and will initially be available for purchase via internet and phone. Gift sets of Cleavage Creek wines will be available in 2, 4, 6, and 8 bottle sets.

Currently, Brown is researching information about possible recipients of his philanthropy. As usual, he's thinking outside the box. He wants information on cutting edge research. He's interested in potential holistic treatments, and wants to know what has worked for those with the disease. He discounts no approach as long as the results can be verified. "Who's to say where the cure will come from," suggests Brown. "We don't rule anything out. We're open to what works. The time has come for those with breast cancer to have viable options beyond killer drugs and treatments. As it is now, when the treatment can do as much harm as the disease, it's time to re-evaluate the game plan." Information about research and treatments will be posted to the Cleavage Creek website. Brown wants the site to be a resource for those in need of information.

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 my 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. Job done."

Future plans for Cleavage Creek vineyards in Napa are ambitious. A tasting room and wine shop will soon be under construction just steps from the growing vines. A special meditation flower garden is currently being built to honor the late Arlene Brown. Her favorite flowers will be planted there, including 20,000 daffodils, 10,000 iris, 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. “It’s time the focus became finding a cure. It can happen, and it will happen.”

Budge Brown speaks with great passion of the soon-to-be-formed Cleavage Creek Wine Club. There will be 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*’.”

Cleavage Creek vineyards is located in Napa, Calif. It is owned and operated by Budge Brown. 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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