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Cleavage Creek Announces Contribution to Fight Breast Cancer

Wine label makes another donation to integrated oncology research clinic

Napa, Calif. – October 22nd, 2008 -- Cleavage Creek, producers of award winning wines and contributor of 10% of gross sales to fight breast cancer, has announced a \$10,000 contribution to the Integrative Oncology Research Center for breast cancer at Bastyr University. To date, Cleavage Creek has donated a total of \$40,000 to help establish this Center.

Funding from Cleavage Creek enabled the Integrated Oncology Research Clinic to open in February of 2009. This outpatient facility provides state-of-the-science and state-of-the-art naturopathic and traditional Chinese medicine treatment and integrated management of cancer patients. The clinic offers comprehensive support and treatment for each stage of the cancer patient's experience, from diagnosis, treatment decisions, and restoration of immune function and health after completion of standard treatment.

The Integrative Oncology Center at Bastyr University will collaborate with the Fred Hutchinson Cancer Research Center at the University of Washington 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 new Bastyr Integrated Oncology Research Clinic to women living in Washington State who do not include complementary, alternative or integrated therapies in their treatment.

The Integrated Oncology Research Clinic provides consultations 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 communicate with each patient's medical and radiation oncologists to ensure truly integrated care.

"We are optimistic that the work done at the Integrated Oncology Research Clinic will provide greater insight into breast cancer as well as offer more treatment options," says Budge Brown, owner of Cleavage Creek.

The Budge Brown era of Cleavage Creek began in October 2007 when the first generation of wines were released. Brown lost his wife of 48 years to breast cancer. He is using the world class wines of Cleavage Creek to raise awareness and to fight the disease by donating 10% of gross sales to efforts to find a cure. Images of breast cancer survivors appear on each bottle of Cleavage Creek wine and their inspiring stories are told on the Cleavage Creek website. To date, Brown and Cleavage Creek have donated over \$68,000 to fight breast cancer and raise awareness.

"We are very grateful to Cleavage Creek," notes Leanna Standish, ND, PhD, MSAOM, research professor at Bastyr University. "It is a wonderful thing to be able to offer the best science-based comprehensive natural medicine care to those fighting breast cancer. To receive the necessary funding to conduct scientific research surrounding the effectiveness of our therapies in partnership with the Fred Hutchinson Cancer Research Center is a dream come true."

ABOUT BASTYR UNIVERSITY

Bastyr University in Kenmore, Washington is an accredited institution, internationally recognized as a pioneer in natural health arts and sciences education. Founded in 1978 as the John Bastyr College of Naturopathic Medicine, Bastyr University integrates the pursuit of scientific knowledge

with the wisdom of ancient healing methods and traditional cultures from around the world. Today, Bastyr University is the largest university for natural health arts and sciences in the United States, combining a multidisciplinary curriculum with leading-edge research and clinical training.

Bastyr University offers Bachelor of Science degrees in exercise science and wellness, health psychology, herbal sciences and nutrition. Graduate programs include naturopathic medicine, acupuncture and Oriental medicine, nutrition and clinical health psychology, and applied behavioral science. Student clinical training takes place at Bastyr Center for Natural Health in Seattle's Fremont/Wallingford neighborhood and at many external sites throughout the region. For additional information about Bastyr University and its teaching clinic, Bastyr Center for Natural Health, visit www.bastyr.edu or www.bastyrcenter.org.

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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