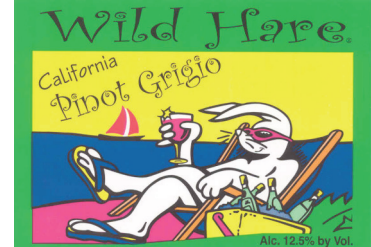
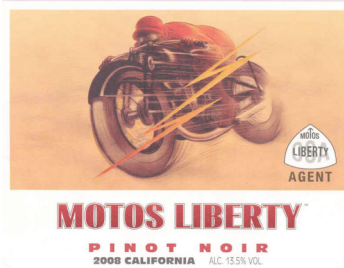
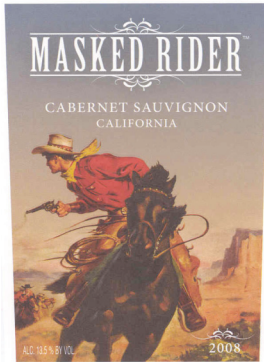




**PANTHER ROCK**  
WINE COMPANY



## NEWS - For Immediate Release

August 2009

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## **Panther Rock Wine Company Launched by Fourth Generation of the Franzia Family A New Wine Company, With New Wine Brands**

(NAPA, Calif.) – **Panther Rock Wine Company**, a new wine company, has been created by the fourth generation descendants of the Franzia family which first produced wine in the United States in 1896. The company is based in Napa, California.

Thirteen children of the fourth generation (siblings and cousins) have started and own the company with three of the group, **Joey Franzia**, **Damon Franzia** and **Brian Franzia**, as managing partners. With a savvy, approachable and cutting-edge attitude about wine, Panther Rock Wine Company launches with the release of three new wine brands nationally; released July 1, 2009: **Masked Rider** (NSRP \$9.99 per 750ml), **Motos Liberty** (NSRP \$8.99 per 750ml) and **Wild Hare** (NSRP \$6.99 per 750ml) are represented nationally by **Antares Wine Company** 877-411-NAPA, extension 4041.

“We have created visually-compelling, high-impact wine labels that capture the imagination of wine lovers for these affordable brands,” said **Joey Franzia**, **General Sales Manager** of Panther Rock Wine Company, “The wines are the most popular varietals and made to appeal to consumer price points and demands. There is an extremely high quality-to-value ratio in every bottle of wine produced by our company.”

Unique to these brands are features certain to be popular with young Gen X and Gen Y consumers, such as convenient grip handles on the wine case boxes, tear tabs with fun quotes such as cowboy quotes on Masked Rider, screw cap enclosures on the Motos Liberty wines and a neon color palette on the vibrant Wild Hare label.

**Panther Rock Company** is owned by the fourth generation of the **Franzia** family, which has made wine in California for more than 110 years. **Panther Rock Wine Company** and the Franzia family have **no relationship** to Franzia brand boxed wine. For more information on Panther Rock Wine Company call (707) 265-4050 or go to [www.maskedriderwinery.com](http://www.maskedriderwinery.com) or [www.motosliberty.com](http://www.motosliberty.com).

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NOTE: Samples for qualified journalists are available upon request.  
NSRP = National Suggested Retail Price