

ROOT: 1™

[THE ORIGINAL UNGRAFTED]

Root: 1 Wine's "Help a Forest Take Root" Program Supports American Forests

Fourth Annual Campaign Aims to Plant 20,000 Trees Nationwide

NEW YORK – April 4, 2013 – This Spring, Root: 1 Wine, America's #1 selling premium Chilean brand, and American Forests have partnered to fund reforestation projects across the nation. For the fourth year, the "Help a Forest Take Root" program has pledged \$10,000 to American Forests' Global ReLeaf program. In addition, from now until June 30, Root: 1 Wine will increase its donation by \$1 for every virtual tree planted by consumers on Root1forest.com, for a total of up to \$20,000.

Handcrafted by Chile's 1st certified sustainable winery, Viña Ventisquero, Root: 1 is committed to a healthy ecosystem. In line with this pledge, they have planted 40,000 trees over the past four years through American Forests' Global ReLeaf program, which helps improve the environment by planting and caring for trees. Since 1990 the program has planted close to 45 million trees in every state across the U.S. and in over 38 countries around the world.

This year with the help of consumers, the "Help a Forest Take Root" program has the potential to give roots to 20,000 additional trees. People who visit Root1forest.com can choose between seven reforestation projects across the nation to support. The interactive microsite allows visitors to plant a virtual tree in the location of the project they wish to help. This year's reforestation projects are located in National Forests in California, Florida, Michigan, Minnesota, New Mexico, Virginia and Vermont. For more details and to plant your tree visit Root1forest.com.

"American Forests applauds the leadership role that Root: 1 is taking to promote the importance of forests to its customers," said Lea Sloan, vice president of communications, American Forests. "Forests are the most vital land-based ecosystem in preserving the health of our planet, including helping to moderate the impact of climate change."

"We're very proud of our association with American Forests' reforestation efforts," noted Alan MacDonald, senior vice president of marketing at Winebow, the wine's U.S. importer. "The 'Take Root' program is consistent with Root: 1's philosophy of sustainable viticulture. We are thrilled to partner once again with American Forests and Root: 1 consumers to help keep our forests thriving."

A new component to this year's program will celebrate food from the forests. Root: 1 Wine has partnered with renowned forager Langdon Cook to share foraging tips and recipes that pair with their wines. New recipes and tips will be available for consumers to download from the micro-site throughout the program.

"Help a Forest Take Root" point of sale includes neckers, case cards, shelf talkers and redeemable coupons. Consumers can also scan QR codes from these materials to visit the Root1forest.com and foodfromtheforest.com.

About Root: 1 Wine

Root: 1 is the best-selling, premium Chilean wine over \$10, according to AC Nielsen, February 2013, US Food and Liquor. All Root: 1 varietals are available nationwide for the suggested retail price of \$12.00. Handcrafted by Viña Ventisquero, one of the first certified sustainable wineries in Chile, and produced in partnership with Winebow, Root: 1 wines are estate-grown using sustainable viticulture practices. While most vineyards around the world are planted on grafted rootstock, Root: 1 wines are cultivated on original, ungrafted roots, producing outstanding quality wine with pure, fruit flavors and aromas. For more information visit root1wine.com

About American Forests

American Forests restores and protects urban and rural forests. Founded in 1875, the oldest national nonprofit conservation organization in the country has served as a catalyst for many of the most important milestones in the conservation movement, including the founding of the U.S. Forest Service, the national forest and national park systems and literally thousands of forest ecosystem restoration projects and public education efforts. Since 1990, American Forests has planted more than 44 million trees in forests throughout the U.S. and in 39 countries, resulting in cleaner air and drinking water, restored habitat for wildlife and fish, and the removal of millions of tons of carbon dioxide from the atmosphere. Learn more at www.americanforests.org.

###

Media Contacts

Megan Ayers
Winebow, Inc.
206-973-1756
m_ayers@winebow.com

Lea Sloan
American Forests
202-737-1944 x255
lsloan@americanforests.org