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PREMIUM PROSECCO PRODUCER ADAMI JOINS DALLA TERRA™ WINERY DIRECT®

(March 24, 2006)—Napa-based Dalla Terra™ Winery Direct® is pleased to announce the addition of Prosecco producer Adami to its select portfolio of Italian wineries. Adami, a family-owned winery since 1920, is considered to be one of Italy's top producers of Prosecco. Its addition to the Dalla Terra portfolio complements the high-quality focus that has become synonymous with the Dalla Terra name. Dalla Terra™ Winery Direct® represents wineries from only the top echelon of Italian winemaking and is committed to highlighting individuality by choosing to work with a limited number of producers from each wine-growing region in Italy.

"We are excited to have the opportunity to work with Adami, and the other producers in the Dalla Terra portfolio share our sentiment," says Dalla Terra's founder, Brian Larky. "We asked them to help us with our search for a premium Prosecco producer and they were unanimous about Adami. As the current president of the Prosecco producers' consortium, Adami is in a unique position to recognize the region's potential and have an influence in shaping its future."



About Adami

In 1920 Abele Adami purchased the Giardino vineyard, the soils of which for centuries has been considered some of the area's finest. Since its first major recognition at the Siena Wine Exhibition in 1933, Adami has been regarded as one of the leading producers of Prosecco spumante. Adami's Prosecco is produced with grapes from vineyards in Valdobbiadene and Cartizze—some of the Prosecco region's top vineyard sites.

Today Abele's son, Adriano, runs the winery with the help of his sons, Armando and Franco, both of whom graduated with a degree in Oenology. Armando and Franco bring a new technological knowledge to Adami's Prosecco production and serve as reinforcement to the family's long-standing tradition of producing high-quality wines.

In addition, Franco Adami was first elected president of the Consorzio di Tutela del Prosecco DOC di Conegliano e Valdobbiadene in 2002, was re-elected in 2005 and will serve until 2008. In this capacity he represents a majority of the northern Veneto's Prosecco di Conegliano e Valdobbiadene winemakers and growers. Out of a total of 156 producers who bottle their own Prosecco DOC, 126 are consorzio members. Approximately 70% of the 3,500 growers of Prosecco grapes belong to the consorzio.

About Dalla Terra™ Winery Direct®

Dalla Terra's current roster of producers reads like a who's-who of Italian family-owned wineries. Each producer has played a major role in the significant strides Italy has made over the last twenty years in improving the quality of its wines. Founder Brian Larky has chosen to work with only a very limited number of top producers from each wine growing region in Italy in order to emphasize distinctiveness and quality focus.

Dalla Terra™ Winery Direct® is changing the nature of the wine importing and distribution business. "Winery Direct" is the company's mantra. Founder Brian Larky's untraditional approach to selling wine skips the national importer level in the three-tier distribution system, allowing U.S. distributors to buy directly from the producer. This unique business model offers a more efficient, economical and consumer-friendly way of shipping, distributing and marketing wine—despite a strong Euro that has raised some prices as much as 25%. In spite of these unfavorable exchange rates, Dalla Terra continues to act innovatively to bring both quality and value to American wine consumers. For more information on Dalla Terra or Adami, go to www.dallaterra.com or call 707.259.5405.



Giardino Vineyard

**FOR MORE INFORMATION OR TO SET UP AN INTERVIEW, CONTACT
 JARVIS COMMUNICATIONS AT 310.313.6374**


ALOIS LAGEDER


RUSSIZ SUPERIORE


SAN NICOLÒ A PISIGNANO


CASTELLO DI BUTTRIO


TENUTE CASANOVARI DEI MARCHESI
DE GAZIIS


FERRARI
Spumante Classico


Fattoria
La VALENTINA


AIA VECCHIA


LIVELI


Badia a Coltibuono


SAN POLO


AVIGNONESI

INAMA
VIN SOAVE
20 03
SOAVE CLASSICO
REGOLAMENTO DI PRODUZIONE
CONFEZIONATA
BOTTIGLIA ALLA PROPRIETÀ
DEI VINAI GIUGLIARDI
LAV. S. GIUSEPPE - REGIONE VENETA
12,5% Vol. 750 ml e


BOROLI


SARACCO


AJELLO


MARCO FELLUGA