

VOTTO VINES

35 Corporate Ridge, #10
Hamden, CT 06514
www.vottovines.com

P: +1/800.316.8956
F: +1/866.424.4979
info@vottovines.com

For Immediate Release

24 May 2010

VOTTO VINES WINE TO BE FEATURED AT SONS OF ITALY NELA GALA HONORING PRESIDENT CLINTON

Emerging Italian wine importing company and Sons of Italy set to launch Leone d'Oro brand across the United States

HAMDEN, Conn. – Votto Vines has announced that its wines will be featured at the Order Sons of Italy in America (OSIA) 22nd Annual National Education & Leadership Awards (NELA) Gala in Washington, DC on May 26 honoring President Clinton and Captain Anthony Odierno, and featuring Quincy Jones, Italian President Giorgio Napolitano and Actor Joe Mantegna.

“We have been working behind the scenes with the executives at OSIA and its licensing agent, Broad Street Licensing Group, during the past year to develop the Leone d'Oro wine brand, and to now launch it at an event of this magnitude is simply incredible”, says company President, Michael Votto. He adds, *“Dr. Phillip Piccigallo, OSIA’s CEO and National Executive Director, tells me that nearly 900 attendees are expected and that featuring the wines bearing the Figli d’Italia name will add a very special element to OSIA’s most important evening.”*

The red, white and sparkling varietals of the Leone d'Oro brand will be initially imported from the Italian regions of Piemonte, Toscana, Friuli and Le Marche. Each wine will retail between \$12 - \$20/bottle and will come from only high-quality Italian vineyards with an appreciation for the traditions and significance of OSIA.

“The pre-launch activity for the Leone d'Oro brand has been very strong,” says VP of Sales and Distribution, Jeremy Jerome. *“We have pre-sold greater than 1,000 cases to our distribution partners and we are re-ordering the wines even before they have been officially introduced to the US market. Particularly in light of the current economic conditions, what the Leone d'Oro pre-launch activity shows is the strength of the OSIA brand and the tremendous respect that it enjoys as well as the price-quality ratio of the wines that have been chosen for this initiative.”*

Wine retailers and restaurateurs are invited to contact Votto Vines at info@vottovines.com to schedule an appointment with their local distributor and/or sales representative to sample the wines and join the OSIA network.

The Order Sons of Italy in America (OSIA) is the largest and longest-established national organization for men and women of Italian heritage in the United States. Established in 1905 as a mutual aid society for the early Italian immigrants, today OSIA has more than 600,000 family members and supporters and a network of more than 650 chapters coast to coast, making it the leading service and advocacy organization for the nation's estimated 26 million people of Italian descent. Its missions include encouraging the study of Italian language and culture in American schools and universities; preserving Italian American traditions, culture, history and heritage; and promoting closer cultural relations between the United States and Italy. More information can be found at www.osia.org.

Votto Vines Importing (Votto Vines) is a dynamic wine importation, distribution and tourism company headquartered in Connecticut. Votto Vines combines a deep entrepreneurial spirit with diverse professional experience to apply its forward thinking ideas to the international wine trade. The family values of loyalty, equality and appreciation for tradition instilled in the company executives has stimulated expansive growth despite the current economic climate. For more information, please visit www.vottovines.com.



