

RODNEY STRONG

V I N E Y A R D S

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FOR IMMEDIATE RELEASE

RODNEY STRONG WINE ESTATES ANNOUNCES SALES REALIGNMENT AND TWO KEY PROMOTIONS
Winery Narrows to Four Sales Regions from Five, Promotes Andy Block to VP National Sales and Scott Friedeck to Director National Retail Accounts

HEALDSBURG, California (April, 2014) – Rodney Strong Wine Estates just announced a realignment of their sales force to include narrowing to four regions within the US. The change positions Rodney Strong for continued expansion of their luxury portfolio and for new products and investments to come. As part of the realignment, Senior Vice President of Sales and Marketing, Carmen Castaldi promoted Andy Block from Vice President Sales North East, to a newly created position of Vice President National Sales. Andy's strong acumen for channel and sales finance management will further the winery's objective to focus on luxury wine sales and brand development. Andy will continue to report to Castaldi, while taking Andy's place in the realigned position of Vice President Sales East is recently hired Rob Walsh, who came to Rodney Strong from Pernod Ricard.

Castaldi also announced the creation of a second new position, Director of National Retail Accounts that will be filled by Scott Friedeck. Scott previously had been the winery's Chain Manager in Texas and National Account Manager to Walmart Stores. This new position will provide the four regional sales VPs with focused retail national accounts support.

Rodney Strong Wine Estates is a family-owned wine company that includes Rodney Strong Vineyards and Davis Bynum Winery. Rodney Strong grows and produces wines exclusively from four of Sonoma County's finest appellations – Alexander Valley, Russian River Valley, Chalk Hill and Sonoma Coast. The winery was founded in 1959 by Sonoma County wine pioneer Rodney D. Strong as the 13th bonded winery in the county. Davis Bynum crafts single vineyard Russian River Valley Pinot Noir and Chardonnay. The company aspires to conserve and protect the environment in all its operations. The Klein family, a fourth generation California farming family, entered the wine business with the purchase of Rodney Strong Vineyards in 1989.

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