

the DREAMING TREE

DAVE MATTHEWS AND CONSTELLATION WINES INTRODUCE THE DREAMING TREE

New Partnership Blends the Soulfulness of Music, Wine and California Wine Country and Brings High-Quality, Approachable Wines to Consumers Everywhere

San Francisco, CA – October 12, 2011 – Award-winning Sonoma County winemaker Steve Reeder and world-renowned musician Dave Matthews announce the introduction of The Dreaming Tree wines – a collection of approachable, high-quality wines developed in partnership with Constellation Wines U.S.

The Dreaming Tree wines portfolio, founded and harvested in California's wine country, is aptly named after the Dave Matthews Band track, "The Dreaming Tree," from the 1998 album, "Before These Crowded Streets." The collection includes a 2010 Central Coast Chardonnay, 2009 North Coast Cabernet Sauvignon and 2009 North Coast Crush red blend, available nationwide beginning October 2011, with a suggested retail price of \$14.99.

A collaborative effort between Reeder and Matthews, The Dreaming Tree wines are a reflection of the duo's shared passion for making quality wine accessible to all.

"Dave and I wanted to make wines that are complex yet approachable – fun wines that are food friendly and available for anyone to enjoy," says Reeder. "With The Dreaming Tree wines, we've combined the worlds of wine and music and have created something that we personally enjoy, and enjoy sharing with friends."

"I just want to invite people in and there's something about Steve that has that same quality," says Matthews. "There's a mutual respect that doesn't entirely lean on my knowledge of wine or Steve's knowledge of music – we both have our own audiences and that's an interesting challenge. Steve can't help but make good wine, because that's what he loves. That is his gift."

The Dreaming Tree wines offer consumers distinct flavors and aromas unique to California's North and Central coasts. The 2009 Cabernet Sauvignon provides classic aromas of blackberry, cherry and dry herb notes wrapped by toasted vanilla and soft, mouth-filling tannins which are both elegant and effortless. The 2010 Chardonnay jumps out of the glass with aromas reminiscent of roasted pear, complimented by robust fruit and citrus flavors unique to the Central Coast. For the Crush – a proprietary Zinfandel and Merlot blend which shares its name with the popular Dave Matthews Band song, "Crush," – Reeder and Matthews succeeded in creating a multi-dimensional wine with smoky notes and a pop of raspberry.

"Character and affordable quality are two things Dave and I were insistent on when creating The Dreaming Tree wines," continues Reeder. "When you're working with Dave, you want to make sure that whatever you're doing has some serious soul and I am confident that The Dreaming Tree wines offer exactly that. These are wines you're going to want to share with your favorite people." Matthews adds, "The Dreaming Tree wines are something I genuinely feel good about and it is a project that I am honored to be a part of."

The commitment to providing a high-value, environmentally conscious product is an important aspect of The Dreaming Tree brand. Bottles used for The Dreaming Tree wines are 50 percent lighter than the average wine bottle, resulting in a smaller carbon footprint as the wines are transported. The natural cork closure is sustainably grown, and the bottle's label is made with 100% recycled kraft brown paper and sealed with an eco-friendly sealant.

To learn more about The Dreaming Tree wines, please visit www.DreamingTreeWines.com, friend The Dreaming Tree wines on Facebook at www.facebook.com/dreamingtree and join the conversation with Dave Matthews Band on Twitter – @davematthewsbnd.

the DREAMING TREE



###

About Constellation Wines

Constellation Wines U.S. (CWUS) is the largest wine company in the U.S. based upon sales dollar value. The portfolio includes such brands as Woodbridge by Robert Mondavi, Clos du Bois, Robert Mondavi Private Selection, Blackstone, Ravenswood, Robert Mondavi Winery, Simi, Estancia, Wild Horse, Arbor Mist and Paul Masson Grande Amber Brandy. CWUS and Vincor Canada comprise Constellation Wines North America, a division of Constellation Brands, Inc., a leading international producer and marketer of beverage alcohol in the wine, spirits and imported beer categories.

Media Contacts:

Becky Katz / LaForce + Stevens
646.374.0854 or bkatz@LSagency.com

Megan Firpo / Constellation Wines U.S.
415.912.3741 or megan.firpo@cwine.com