



FOR IMMEDIATE RELEASE

## **100% SUPPORT** HURRICANE RELIEF

**ORIEL WINES TO DONATE 100% OF ITS PROFITS TO THE AMERICAN RED CROSS  
IN SUPPORT HURRICANE RELIEF EFFORTS.**

*— Artisan winemakers from twenty regions in eight countries pledge support —*

**New York City, September 6, 2005 - Oriel Wines** announced today its ‘**100% Support**’ initiative in support of the **American Red Cross 2005 Hurricane Relief Fund**. For the entire month of September, **Oriel Wines** will donate **100%** of its profits to the fund.

The ‘**100% Support**’ initiative reflects the commitment of Oriel’s artisan winemakers and grape growers located in over twenty regions across eight countries—and whose lives are dependent upon the vagaries of weather--to the relief effort.

Commenting on the launch of ‘**100% Support**’, **Oriel Wines** Founder John Hunt said: “The whole team at **Oriel** wants to get help to the affected communities as quickly as possible, and we hope our initiative will offer wine drinkers a direct and painless way to contribute to alleviating this painful catastrophe.”

Anyone who buys wine from [www.orielwines.com](http://www.orielwines.com) during the month of September will be making a direct contribution to the relief effort. People purchasing Oriel wines from retailers and restaurants will also generate contributions, as the company will be donating all of its profits for the month to the fund.

### **About Oriel Wines:**

**Oriel Wines** is comprised of an international group of esteemed winemakers who have made some of the greatest wines on earth (including **Château D’Yquem** and **Penfold’s Grange**) and are now creating handmade wines worldwide under a single label: Oriel ([www.orielwines.com](http://www.orielwines.com)).

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