

Wine Placements 6-19-08 through 6-12-09

News Date	News Headline	Outlet Name	Outlet Type	Circulation	Ad Value	Notes
06/21/2008	Juicy jaunts in North Carolina	News & Observer	Newspaper	167,900	\$3,924.26	
06/21/2008	Juicy jaunts in North Carolina	News & Observer - Online	Online, news and business	9,835	\$3,815.86	
06/27/2008	Uncorked NC Wine of the Month	Winston-Salem Journal	Newspaper	84,459	\$1,290.17	
06/27/2008	BRIEF Uncorked NC Wine of the Month	Winston-Salem Journal	Newspaper	84,459	\$1,097.71	
07/02/2008	Study profiles visitors to N.C. wineries They are upper-income, educated, middle-aged, and they com	Winston-Salem Journal	Newspaper	84,459	\$4,661.71	
07/02/2008	Uncorked NC Wine of the Month	Winston-Salem Journal	Newspaper	84,459	\$1,290.17	
07/02/2008	NC study shows winery visitors older, educated	WECT-TV	Television station		0	\$0.00
07/02/2008	N.C. Study Shows Winery Visitors Educated, Moneyed	WSOC-TV	Television station		0	\$0.00
07/02/2008	Study Shows Winery Visitors Older, Educated	WXII-TV	Television station		0	\$0.00
07/02/2008	NC study shows winery visitors educated, moneyed	WRAL-TV	Television station		0	\$0.00
07/02/2008	NC study shows winery visitors educated, moneyed	News Herald, The	Newspaper	12,000	\$403.45	
07/02/2008	NC study shows winery visitors older, educated	News Herald, The	Newspaper	12,000	\$140.74	
07/02/2008	NC study shows winery visitors educated, moneyed	Sun News, The	Newspaper	49,462	\$1,315.71	
07/02/2008	NC study shows winery visitors educated, moneyed	Statesville Record & Landmark	Newspaper	14,552	\$364.26	
07/02/2008	NC study shows winery visitors older, educated	Statesville Record & Landmark	Newspaper	14,552	\$127.07	
07/02/2008	NC study shows winery visitors educated, moneyed	Salisbury Post	Newspaper	23,130	\$1,084.33	
07/02/2008	NC study shows winery visitors educated, moneyed	Island Packet, The	Newspaper	18,416	\$848.68	

07/02/2008	NC study shows winery visitors educated, moneyed	McDowell News	Newspaper, community	7,200	\$297.51
07/02/2008	NC study shows winery visitors older, educated	Associated Press (AP) - Columbia, SC Bureau	Wire service	0	\$0.00
07/02/2008	NC study shows winery visitors older, educated	Associated Press (AP) - Raleigh Bureau	Wire service	0	\$0.00
07/03/2008	NC study shows winery visitors educated, moneyed	News & Observer - Online	Online, news and business	9,835	\$8,455.59
07/03/2008	Survey helps N.C. wineries advertise	Sun News, The	Newspaper	49,462	\$1,252.58
07/03/2008	Study looks at who visits N.C. wineries	Star News Online		0	\$0.00
07/03/2008	Study profiles visitors to N.C. wineries	Winston-Salem Journal	Newspaper	84,459	\$4,932.58
07/06/2008	Mountain Wine	Winston-Salem Journal	Newspaper	84,459	\$3,100.68
07/06/2008	EDITORIAL Mountain Wine	Winston-Salem Journal	Newspaper	84,459	\$3,171.96
07/06/2008	Vintage Values N.C. wine industry growing strong	Star News Online		0	\$0.00
07/06/2008	Wine industry sprouts in region Small, but growing, operations seen as economic catalysts after fac	Charlotte Observer	Newspaper	206,932	\$29,900.07
07/09/2008	Campaign Promotes In-State Travel	Pilot, The	Newspaper, community	16,000	\$432.06
07/25/2008	Uncorked North Carolina Wine of the Month	Winston-Salem Journal	Newspaper	84,459	\$1,176.12
07/30/2008	N.C. clay is just one part of vineyard equation	Winston-Salem Journal	Newspaper	84,459	\$6,329.66
07/30/2008	Uncorked North Carolina Wine of the Month	Winston-Salem Journal	Newspaper	84,459	\$1,176.12
07/30/2008	N.C. clay is just one part of vineyard equation	Winston-Salem Journal	Newspaper	84,459	\$6,329.66
08/03/2008	change the landscape of North Carolina's wine industry.	Your Evening News Now - News 14 Carolina	Cable/satellite program	0	\$0.00
08/06/2008	Winery a thriving business	News & Record	Newspaper	93,658	\$4,255.96
08/06/2008	North Carolina's expanding wine industry drives a new niche economy	Independent Weekly	Newspaper	50,000	\$16,576.00
09/03/2008	Uncorked Lessons from the vineyard to the garden	News & Record	Newspaper	93,658	\$7,583.46

09/11/2008	Muscadine season in full swing	Mount Airy News, The	Newspaper, community	9,263	\$572.85
09/12/2008	not realize it, but North Carolina ranks 10th in	WRAL News at 5 PM - WRAL-TV	Television program	0	\$900.00
09/21/2008	N.C. wines are worth many sips	News & Observer - Online	Online, news and business	9,835	\$10,103.35
10/13/2008	Wine Travel Carolina On My Mind	MyContentBuilder	Online, consumer	0	\$0.00
10/15/2008	N.C. Wine-Food Pairing Risotto with Pancetta and Mushrooms	News & Record	Newspaper	93,658	\$3,083.54
10/18/2008	Dining is fine, but there'll be no wining	News & Observer - Online	Online, news and business	9,835	\$13,485.58
11/07/2008	Uncorked North Carolina Wine of the Month	Winston-Salem Journal	Newspaper	84,459	\$1,090.58
11/1/2008	Sonoma of the South	WNC	Magazine		\$22,200
11/08/2008	Uncorked North Carolina Wine of the Month	Winston-Salem Journal	Newspaper	84,459	\$3,535.49
11/16/2008	Making most of muscadine	News & Observer - Online	Online, news and business	9,835	\$9,322.83
11/28/2008	Uncorked North Carolina wine of the month	Winston-Salem Journal	Newspaper	84,459	\$1,012.18
11/28/2008	BRIEF Uncorked North Carolina wine of the month	TradingMarkets.com	Online, trade/industry	35,300	\$0.00
12/01/2008	THE WEBSITE SAYS NORTH CAROLINA WINES AT THE	WFMY News 2 at 5 PM - WFMY-TV	Television program	0	\$300.00
12/03/2008	Uncorked North Carolina wine of the month	Winston-Salem Journal	Newspaper	84,459	\$1,012.18
12/08/2008	Foodandwine.com on where to eat at the airport	Times-Standard	Newspaper	19,563	\$521.35
12/08/2008	Foodandwine.com on where to eat at the airport	Advocate, The	Newspaper	28,357	\$1,468.80
12/11/2008	Where to find decent food at the airport	Houston Chronicle	Newspaper	508,097	\$23,316.75
12/12/2008	The land of sweet tea sees wine industry flourish	AOL Canada	Online, news and business	0	\$0.00
12/14/2008	Where to grab a good bite at the airport	Miami Herald - Online	Online, news and business	26,220	\$12,595.00
12/18/2008	GOV. EASLEY ANNOUNCES RELEASE OF 2009 NORTH CAROLINA TRAVEL GUIDE	Media Newswire		0	\$0.00

12/19/2008	2009 North Carolina Travel Guide Expands The State's Brand Message	EMedia Wire	News/Release Distribution Service		0	\$0.00
12/19/2008	2009 North Carolina Travel Guide Expands The State's Brand Message	Yahoo! News	Online, news and business	533,000		\$0.00
12/20/2008	New NC visitors guide now available	Wilmington Star-News	Newspaper	61,080	\$449.20	
12/20/2008	Lift a glass to strengthen the economy	Winston-Salem Journal	Newspaper	84,459	\$5,787.94	
12/20/2008	New NC visitors guide now available	Fayetteville Observer	Newspaper	74,043	\$261.91	
12/21/2008	New NC visitors guide now available	Winston-Salem Journal	Newspaper	84,459	\$748.44	
12/23/2008	2009 North Carolina Travel Guide expands the state's brand message	E-Travel Blackboard				0 \$0.00
12/26/2008	Uncorked North Carolina wine of the month	Winston-Salem Journal	Newspaper	84,459	\$648.65	
12/26/2008	BRIEF Uncorked North Carolina wine of the month	TMCnet.com	Online, trade/industry	41,785		\$0.00
12/31/2008	Uncorked North Carolina wine of the month	Winston-Salem Journal	Newspaper	84,459	\$648.65	
12/31/2008	Foodandwine.com recommends places to eat at U.S. airports	Pittsburgh Post-Gazette - Online	Online, news and business	21,380	\$7,409.92	
12/31/2008	Foodandwine.com recommends places to eat at U.S. airports (Today)	Pittsburgh Post-Gazette - Online	Online, news and business	21,380	\$7,699.37	
01/01/2009	Foodandwine.com recommends places to eat at U.S. airports (Yesterday)	Pittsburgh Post-Gazette - Online	Online, news and business	21,380	\$7,699.37	
01/02/2009	Foodandwine.com recommends places to eat at U.S. airports (12/31/2008)	Pittsburgh Post-Gazette - Online	Online, news and business	21,380	\$7,699.37	
01/14/2009	Eating locally, but not exclusively	News & Observer - Online	Online, news and business	9,835	\$17,019.59	
01/16/2009	North Carolina Premiers Newly Designed VisitNC.com	B2BTravel Europe, Middle East & Africa News	Online, trade/industry			0 \$0.00
01/20/2009	New VisitNC.com Launch Includes Travel Guide Sweepstakes	Carolina Newswire	Online, news and business	393		\$0.00

01/24/2009	Fly your way to a few good meals	Milwaukee Journal Sentinel - Online	Online, news and business	25,000	\$5,520.90
01/28/2009	Uncorked North Carolina Wine of the Month	Winston-Salem Journal	Newspaper	84,459	\$990.79
01/31/2009	Uncorked North Carolina Wine of the Month	Hickory Daily Record	Newspaper	21,593	\$185.77
02/06/2009	N.C.'s 'Napa Valley'	Washington Post - Online	Online, news and business	333,333	\$89,778.75
02/06/2009	Savoring the Flavors of North Carolina's 'Napa'	Washington Post - Online	Online, news and business	333,333	\$89,778.75
02/10/2009	Talk About Travel Most romantic destinations or trips, Amelia Island, Fla., Reykjavik, Tanzania and	Washington Post - Online	Online, news and business	333,333	\$0.00
2/14/2009	PORT CITY FOODIES: Chocolate and wine are a sweet duo,	Star News Online			
2/15/2009	Health and Wine	WineTraveler.com			
02/20/2009	Yadkin Valley becoming South's version of Napa Valley	Contra Costa Times - Online	Online, news and business	24,533	\$22,543.50
02/22/2009	Trip down Mayberry lane in the 'Yapa' Valley	Toronto Sun, The	Newspaper	197,453	\$4,503.91
02/22/2009	Yadkin Valley becoming South's version of Napa Valley	Tri-Valley Herald	Newspaper	43,702	\$18,474.75
02/26/2009	10 Great Airport Wine Bars	Fine Living Network - Online	Online, consumer	0	\$0.00
02/27/2009	Uncorked North Carolina Wine of the Month	Winston-Salem Journal	Newspaper	84,459	\$605.88
02/27/2009	Uncorked North Carolina Wine of the Month	Winston-Salem Journal	Newspaper	84,459	\$605.88
03/08/2009	Airport food 10 spots worth a look	St. Louis Post-Dispatch - Online	Online, news and business	70,000	\$13,095.77
03/30/2009	North Carolina Wine Country	Southern Living - Online	Magazine, consumer	2,802,444	\$22,200.00
04/01/2009	Uncorked North Carolina Wine of the Month	Winston-Salem Journal	Newspaper	84,459	\$1,019.30
04/01/2009	Uncorked Wine festivals coming up in May	News & Record - Online	Online, news and business	0	\$4,696.46
04/09/2009	Salute! wine festival plans fourth year	Business Journal Serving the Greater Triad Area - Online, The	Online, news and business	0	\$2,685.12

04/09/2009	Salute! wine festival plans fourth year	Minneapolis/St. Paul Business Journal Newspaper		11,745	\$3,681.91	
04/15/2009	Haw River to get viticultural designation	Minneapolis/St. Paul Business Journal Newspaper		11,745	\$2,235.44	
04/16/2009	North Carolina Announces Third American Viticultural Area	Carolina Newswire	Online, news and business	393		\$0.00
04/29/2009	Uncorked North Carolina Wine of the Month	Winston-Salem Journal	Newspaper	\$605.88	84,459	
04/29/2009	A big comeback North Carolina wineries experiencing 'phenomenal' growth	Gaston Gazette, The	Newspaper	\$2,257.28	31,349	
04/29/2009	The Salute! Wine Festival is the premier celebration of wine in North Carolina}	Yes! Weekly	Magazine, consumer	\$604.26	85,000	
5/1/2009	Drinking Local Not Just for Yoke! NC Wines & Wineries Offer Top Choices	Metro Magazine				
05/01/2009	Yadkin Valley	Charlotte Observer	Newspaper	\$4,998.31	206,932	
05/08/2009	With a Taste of Place	Wall Street Journal	Newspaper	\$166,318.64	1,900,000	
05/13/2009	Improvement in N.C. wine noticeable at Salute!	Winston-Salem Journal	Newspaper	\$5,424.41	84,459	
5/14/2009	Great grape getaways	GoTriad	Online, consumer			
5/14/2009	Great grape getaways	News & Record				
05/17/2009	A boost for N.C. wines	News & Observer - Online	Online, news and business	\$13,312.13	53,300	Margo Quoted
05/22/2009	Uncorked North Carolina Wine of the Month	Winston-Salem Journal	Newspaper	\$1,111.97	84,459	
05/27/2009	Wine at the fairgrounds	News & Observer - Online	Online, news and business	\$11,209.08	53,300	
06/08/2009	Hanging around airports can be fun if you know where to go	USA Today - Online	Online, news and business	\$127,870.00	399,600	
				8,889,087	\$3,541,387.90	