



FOR IMMEDIATE RELEASE

**Ash Hollow Announces its Third Vintage Release of its Iconic Label
“Headless Red”**

***Cult Classic Goes Viral with Social Media Campaign Featuring The
Headless Horseman Capturing the Walla Walla Grape Thief***

Walla Walla, WA — October 4, 2011 — Hollywood may have its cult film classics like *Sleepy Hollow*, but Walla Walla has its cult wine classic — now available to ardent fans with the release of *Headless Red* from Ash Hollow Estate Vineyards and Winery. The iconic wine will be released in concert with a national social media campaign featuring Grimm, the rearing horse on the label, and *The Headless Horseman* who rides him.

Headless Red is part of the Legends Brand, first introduced in 2009. The first release was 450 cases and sold out in three weeks. The third release will consist of 1,000 cases.

Headless Red is a sinfully delicious blend of 58% Merlot, 26% Cabernet Sauvignon, 13% Syrah, and 3% Malbec grapes — all hand-harvested before dusk from Ash Hollow’s Estate Vineyard. The wine carries aromatics of dark raspberry and crimson

cherries with whispering hints of earth, heady spices, and a subtle oak finish. Headless Red has a mid-palate that is as luxurious as it is accessible.

'Legends of the Hollow' Video YouTube Launch

More than a label, legend has it that *The Headless Horseman* is the guardian of the Walla Walla vineyards, and like the Loch Ness Monster, has been sighted on numerous occasions by locals protecting the Walla Walla Valley grapes.

Ash Hollow's social media campaign kicks off with a haunting video depicting *The Headless Horseman* catching a thief in the act of stealing grapes. Beyond wine aficionados, entertainment junkies and filmmakers alike will appreciate the quality of the story-telling, the beautiful and haunting original score by Terrance May, and the hi-def production and sound effects all shot on location in Walla Walla without the advantage of Hollywood special effects. With Halloween around the corner, the timing is perfect for the video's tagline, "Don't lose your head. Buy estate grown Headless Red."

To see '**Legends of the Hollow**' click here: youtube.com/user/ashhollowwines

Ash Hollow is encouraging viewers to log in to YouTube and watch the video carefully, where a secret code will be revealed offering 1-cent shipping on orders of twelve bottles or more for the month of October. Additionally, people who join Ash Hollow's Wine Club with the secret code will save 10-25% off the case purchase and receive the 1-cent shipping.

"More than a label, Headless Red epitomizes everything we believe in about making great wine," said Jennifer Gregory, general manager of Ash Hollow. "We may be just a dot on the map in the remote tiny town of Walla Walla, but we have big ambitions. We know wine and we want the world to know us. After all, life is too short to drink bad wine."

About the Headless Red Label

The black horse rearing on the label of Headless Red was imported in 2007 by Jennifer Gregory from Holland, through Black Sterling Friesians in Sonoma. Grimm is a 10-year old trick-trained gelding Friesian that she named Grimm. Grimm stands 16 ½ hands high and weighs about 1500lbs. Grimm was taught to rear on command as shown on the label of Headless Red. Jennifer and Grimm are recognized figures as they frequently ride in local parades and exhibitions in the Valley. Local photographers Don Fleming and Travis Wilton captured the amazing photo for the label and produced and directed '**Legends of the Hollow**'. "Its great to see a customer's reaction when they find out *The Headless Horseman* is real, and not created in Photoshop," added Gregory.

ABOUT ASH HOLLOW ESTATE VINEYARDS AND WINERY

In 1998 a small group of family and friends purchased a 287-acre farm to start a vineyard. Researching maps from one hundred years ago, they learned that the

grounds at one time had a homestead with a large hollow of Ash Trees named 'Ash Hollow'.

Based in Walla Walla, Washington, and founded in 1998, Ash Hollow is a privately owned vineyard and winery. Headless Red was launched in 2009 and has won numerous awards (San Francisco International Wine Competition: Bronze Medal; Capital Food & Wine Festival: Gold Medal; Seattle Wine Awards: Gold Medal; Wine Press Northwest 'Outstanding Award'). For more information about the wine, go to www.headlessredwine.com.

ABOUT ASH HOLLOW WINE CLUB

Consumers can join the Ash Hollow Wine Club free of charge. There are three levels from which to choose from to get between 10-25% discounts on all Ash Hollow labels and cases to approved shipping states for the month of October: Three Bottle Club 2x/year 10% off; Four Bottle Club 3x/year 20% off; Eight Bottle Club 3x/year 25% off.

Go to www/ashhollow.com/club/index.html for more information.

ABOUT WALLA WALLA VALLEY, WA

With more than one hundred wineries, Walla Walla is now the number two wine producer in the U.S., producing great Cabernets and Syrahs. Walla Walla used to mostly be famous for wheat and sweet onions, but now wine has taken over, and prosperity has followed. Located in the high desert of eastern Washington, Walla Walla looks like a quaint version of Healdsburg, CA, and has been touted as the next Napa Valley. The area enjoys near perfect seasonal growing conditions, as well as the same 46 degrees North latitude as Bordeaux, France— coupled with a unique terroir, the influences of a dramatic geological history and an ideal climate, the stage is set for the Valley's winemakers to produce consistently world-class unique wines.

MEDIA CONTACT

Amy Bonetti
Big Mouth Public Relations
415-407-9008
amy@bigmouthpr.com

Taste the Legend.

Photos available upon request.

###