

Press Release

Cotes du Rhone Exclusive Wine Sponsor for COLCOA Opening

04.17.09, 1:41 PM ET

U.S. market focus continues with French film festival sponsorship in Los Angeles

HOLLYWOOD, April 17 /PRNewswire/ – Cotes du Rhone, the second largest quality wine region in France, continues to expand its U.S. marketing presence with a major sponsorship role at the City of Lights, City of Angels (COLCOA) Hollywood French Film Festival event. The opening night reception is Monday April 20th from 6pm to 8pm at the Directors Guild of America building and will feature a selection of Cotes du Rhone wines to approximately seven hundred anticipated guests comprised of French filmmakers and VIPs.

(Logo: <http://www.newscom.com/cgi-bin/pmh/20090403/NY94299LOGO>)

COLCOA celebrates its 13th anniversary in 2009 and has gained a reputation for being committed to fostering a mutual exchange among American and French professionals. This year marks the second occasion Cotes du Rhone has sponsored the film festival, which offers attendees exposure to the diversity and vitality of French cinema and participating French products and brands, including wine.

"We have been thrilled with the consumer response sponsoring the COLCOA French Film Festival, which is part of a larger program for promoting Cotes du Rhone wines in the U.S. in 2009," explains Oriane Beloud, Inter Rhone Export Marketing Manager for the United States. "French film is an excellent window to French culture and connecting cinema to Rhone Valley wines helps create a more memorable experience for oenophiles and big screen fans while we reach consumers in California where savvy wine drinkers are prevalent." There are thirty-seven Appellation d'Origine Controlees (A.O.C.) in the Rhone Valley. Wine at the event will originate from Cotes du Rhone, Cotes du Rhone Villages, Cotes du Rhone Villages-Rasteau and Vinsobres.

The Directors Guild of America is located at 7920 Sunset Blvd. For additional information about Cotes du Rhone and their involvement with COLCOA, please visit www.rhone-wines.com.

About Cotes du Rhone

Cotes du Rhone is the second largest Appellation d'Origine Controlee (A.O.C.) in France with over 6,000 wineries. Located along the Rhone River between Lyon and Avignon, Cotes du Rhone wines are widely available in the U.S. and offer diversity and value. A fruit forward and spicy taste profile that pairs well with meals is indicative of Cotes du Rhone wines.

<http://www.rhone-wines.com/>

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