

L'Ecole

N° 41

For Immediate Release

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Walla Walla's L'Ecole N° 41 Winery Unveils New Logo and Package Redesign

WALLA WALLA, Wash. (March 21, 2011) L'Ecole N° 41, one of Washington State's leading producers of hand-crafted wine, announced the spring roll-out of an updated logo and package design today. The classic new look not only evokes the winery's heritage but also reflects the quality of the wine in the bottle, explains Marty Clubb who owns the winery with his wife Megan.

The new label features an elegant, upscale illustration of the historic Walla Walla schoolhouse and continues to tie L'Ecole to its iconic location. At the same time, the redesigned package reflects the Clubbs' investment in L'Ecole's Walla Walla estate vineyards and their commitment to state-of-the-art winemaking. "Our label's whimsical schoolhouse drawing has served us well for many years and will always be an important part of our history," says second-generation owner and managing winemaker Marty Clubb, "but as the Washington wine industry has matured, so has L'Ecole. Our redesigned label reflects the extensive experience and knowledge we have gained since the winery was founded nearly three decades ago and the ultra-premium quality of our wines that our customers have come to expect from L'Ecole, vintage after vintage."

The new label design creates a clear delineation between the winery's Columbia Valley and Walla Walla Valley product tiers. L'Ecole's Columbia Valley wines rely on the winery's relationships with the state's top vineyards to craft richness and complexity in such favorites as L'Ecole Columbia Valley Semillon, Merlot, Syrah and Cabernet Sauvignon. The Walla Walla Valley wines showcase L'Ecole's hometown vineyards, including such acclaimed wines as Seven Hills Vineyard Estate Merlot and Walla Walla Valley Cabernet Sauvignon. Also included in the winery's Walla Walla tier are L'Ecole's signature blended reds, Pepper Bridge Vineyard Apogee and Seven Hills Vineyard Estate Perigee. The new package was inspired, in part, by the Apogee and Perigee labels, though they too have been slightly revised to feature the new schoolhouse illustration.

Most consumers will begin to see the new package on shelves and in restaurants in May of this year with the full portfolio transitioned to the new design by the end of the summer.

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Founded in 1983 in the Walla Walla Valley, L'Ecole N° 41 is one of Washington State's pioneering, artisan, family-owned wineries. Housed in the historic Frenchtown School depicted on the label, L'Ecole has earned international acclaim for producing consistently expressive and distinctive wines. L'Ecole has been honored nine consecutive years by *Wine & Spirits Magazine* as Winery of the Year, becoming the second Washington winery inducted into its prestigious Hall of Fame.

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Editor's Notes: Preview the new L'Ecole labels at <http://www.lecole.com/label/>
High resolution photography available on request.