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Naples Winter Wine Festival and Sherri Morrison Creative Design win national ADDY award

NAPLES, Fla. (June 19, 2012) – At the recent national 2012 ADDY awards ceremony in Austin, Texas, Sherri Morrison of Sherri Morrison Creative Design took home the Silver award for special events campaign. It was the highest award given in that category.

The award acknowledges the design and execution of the logo, invitation, auction catalog and other print materials for Believe in the Magic: 2012 Naples Winter Wine Festival. The festival is the fundraising arm of Naples Children & Education Foundation and the most successful charity wine auction in the world.

According to the awards' sponsor, the American Advertising Federation, the ADDYs are the advertising industry's largest and most representative competition. The awards are given annually in a three-tiered competition: local, district and national, with only Gold winners at the local and district levels eligible to compete for a national award. In total, Believe in the Magic materials won seven awards from local through national level.

Lauren Seppi, AAF manager of club services and events, said judges reviewed more than 40,000 entries at the local level, and national award winners were selected from among 1,500 entries.

The 2012 Naples Winter Wine Festival materials were a collaborative effort among Morrison and festival chairs Joan and Bob Clifford. The materials have an old-world patina, showcase magicians of days gone by and include whimsical touches such as a magic wand in the invitation box. Words and pictures draw festival guests to the ultimate purpose of the festival: raising money for underprivileged and at-risk children.

The Naples Winter Wine Festival has raised \$107 million since 2001 and proceeds have helped 150,000 children through NCEF grants to children's charities and collaborative funding of major projects including a pediatric dental center and early learning center. Wine Spectator has ranked the festival the most successful charity wine auction in the nation since 2004, and the Luxury Institute places it among the top 10 arts and entertainment events for wealthy Americans. For a schedule of 2013 festivities and information about Naples Winter Wine Festival, please visit www.NaplesWineFestival.com or call 888-837-4919.

Sherri Morrison Creative Design has been creating fresh ideas in graphic design advertising for 19 years. For more information, visit Facebook or LinkedIn or call 239-642-9592.

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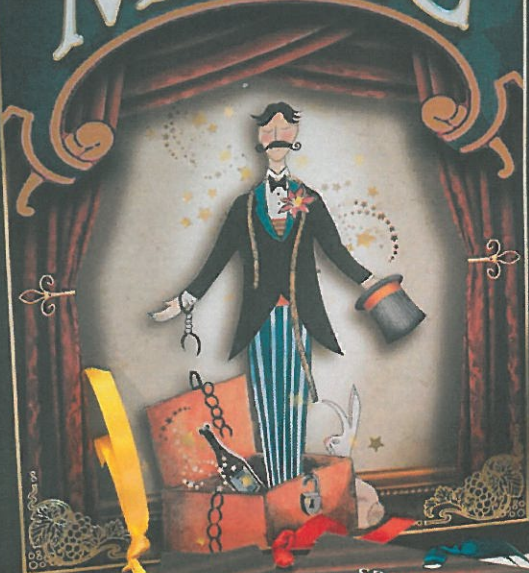




SECRETS REVEALED

the Naples Winter Wine Festival's 2012 Catalog of

MAGIC



GENERAL INFORMATION
VINTAGE & CO
SPONSORS & SUPPORTERS



THE MAN WHO SEES WHICH LOT IT WILL BE

ALEXANDER



THE MAN WHO SEES WHICH LOT IT WILL BE

PRESTO TA D'