

FOR IMMEDIATE RELEASE:

Contact: Molly Maguth- MMA Advertising

480.945.2229

molly@agencymma.com

www.agencymma.com

Arizona Stronghold Vineyards Announces New Wine Club

Welcome to the Madrean Four Corners of the Southwest: Sonora, Chihuahua, New Mexico, and Arizona.

Cottonwood, AZ, August 30, 2010 — The Madrean Four Corners Club commemorates the great Sierra Madre Occidental mountain range and the Chiricahua Apache by offering enthusiasts a chance to embark on a historical journey through their member only wines and events.

Members receive discounted shipments of Arizona Stronghold wines selected by their expert winemakers. In addition to hand-picked favorites, members enjoy free wine tastings at the Arizona Stronghold Tasting Room in Cottonwood, AZ and gain exclusive access to select Site Archives, Library and pre-released wines.

The Arizona Stronghold quarterly newsletter gives members an inside look and advance notice of Stronghold events with priority reservations. Exclusive invites to unique member only events include the Quarterly Release Pickup Parties at the Arizona Stronghold Tasting Room.

Choose from two membership options for the optimal wine club experience:

RED SLEEVES

Red Sleeves is the Spanish translation of Apache Chief Mangas Coloradas' name, Cochise's father-in-law and the most brilliant leader of his generation. The name pays honor to the fallen chief, but also to the dedication and hard work of winemaking. Hang around the winery during harvest and you'll see more than stained sleeves - you'll see red hands!

Package Includes:

- 3 bottles
- 10% discount
- 12 free tastings (annually)
- Price per Release: \$90 or under

HARDWOOD

Aptly named after the mighty Cochise whose name translates to "strength of wood". Since Oak can easily overpower a wine— it's important to create balance and nuance.

Package Includes:

- 6 bottles
- 20% discount
- 24 free tastings (annually)
- Price per Release: \$160 or under

Pairing Selection

Arizona Stronghold offers members fun, exclusive pairing opportunities in tandem with Quarterly Releases. These products are optional to members. Cost will be \$35 or under. Selections will be presented to members prior to Club Release.

About Arizona Stronghold Vineyards

Arizona Stronghold Vineyards is a privately held partnership between musician-vintner Maynard James Keenan (Tool, Puscifer) and master vintner Eric Glomski. Keenan also has a controlling interest in Merkin Vineyards and its associated winery, Caduceus Cellars. Glomski has a controlling interest in Page Springs Cellars.