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26TH ANNUAL CLASSIC WINES AUCTION RAISES OVER \$2.3 MILLION DOLLARS TO HELP 42,000 CHILDREN AND FAMILIES IN NEED IN PORTLAND AND SW WASHINGTON

Top Selling Lots included 1982 Checker Taxi Cab and Cache of California Cabernet and Savor Western Europe wine packages

Editor's Note: Photographs available upon request.

PORTLAND, Oregon – (March 9, 2010) – Keen Footwear's President and CEO beat out other bidders for one of the big wins of the evening – a classic 1982 Checker Marathon Taxi Cab made famous in the television series *Mad Men* and all three blockbuster *Spiderman* movies. With colors matching Keen's yellow and black company logo, the taxi cab was auctioned off for \$20,000. This was just one of the many hot lots that helped raise \$2.3 million to help more than 42,000 families in need for five Portland and SW Washington charities.

The Classic Wines Auction, one of the country's top five charity wine auctions, continued its steady growth from its beginnings in 1982 when it raised \$9,000 to the staggering amount of \$2.3 million raised at Saturday night's auction. The annual week of events included Walla Walla wineries at Ten 01, 28 Winemaker dinners held over three evenings, an Ambassadors and awards dinner, and the Gala Auction at the Oregon Convention Center. The five benefiting charities are Metropolitan Family Service, New Avenues for Youth, Friends of the Children, Trillium Family Services and YWCA Clark County. More than 725 guests attended the 26th anniversary gala event on Saturday, March 6, 2010.

"This year's auction amazed us again with the generosity and compassion for children and families in need in our community," said Heather Martin, executive director of the Classic Wines Auction. "Sponsors, guests, donors, chefs, winemakers, and volunteers all came together to raise the needed funds for local charities to provide crucial social services."

DAVID MACHADO, CORY SCHREIBER AND JULIE RICHARDSON SHOWCASE LOCAL INGREDIENTS

The line-up of chef talent for the gala auction included David Machado, chef/owner of Lauro Kitchen, Vindalho and Nel Centro in the Hotel Modera. He was joined by Cory Schreiber, founder of Wildwood Restaurant, author and faculty member of the International Culinary School at the Art Institute of Portland and Julie Richardson, author and owner of Baker & Spice. All three chefs featured local, sustainable food products in their courses.

WINE AMBASSADORS ADD WORLD CLASS PANACHE TO EVENT

Four honorary wine ambassadors served as hosts for the Ambassador Dinner the Friday evening prior to the Auction, and provided wines served at the Friday night dinner and Gala Auction. This honorary distinction is given each year to a designated winery in Oregon, Washington, and California, as well as an International ambassador. The 2010 Wine Ambassadors were: Bill and Cathy Stoller from Stoller Vineyards in Oregon's Willamette Valley, Ernst Loosen from Dr. Loosen Estate in Germany, David O'Reilly of Owen Roe in Washington and Cleo Pahlmeyer of Pahlmeyer in Napa, California.

TOP LOTS FROM A CHECKER TAXI CAB TO CACHE OF CALIFORNIA CABERNET

One of the top lots, and most fun, was the **Checker Taxi Cab: Icon of the Road Meets Hollywood**, which featured a rare and classic 1982 propane-powered Checker Marathon Cab with “celebrity” pedigree. This cab has appeared in a long list of movies, commercials, and TV shows including: *Mad Men*, *Catch Me if You Can*, all three *Spiderman* movies, *Frost Nixon*, *Wizards of Waverly Place*, etc. The package included cab memorabilia and five cases of Yellow Cab wine in the trunk for fun.

Other top lots: the Second Annual Classic Wines Auction Golf Tournament, a trip to Napa on a private jet with dinner at French Laundry and tours and tastings, a trip to Germany with Honorary International Ambassador Ernie Loosen, and a Historical Perspective at Genoa, featuring six of Genoa’s past and current chefs from the last 30 years and wines from Italy.

Top Wine Lots included:

One of the top wine lots was a **Cache of California Cabernet**, which included 60 bottles of classic and rare Napa Valley Cabernet Sauvignon from five different wineries and four different vintages. The package featured Joseph Phelps Insignia, Caymus Special Selection, Staglin Family Vineyards, Spottswoode Estate and Chateau Montelena Estate from 1997, 1999, 2000 and 2001. This package sold for \$12,000.

Other top wine lots included a California Cabernet Society package featuring 100 bottles of wine (\$13,000), and Savor Western Europe, featuring 90 bottles of wine from France, Italy, Germany and Portugal (\$11,000).

ORVI and VINI awards Recognize Service to Wine Industry and Philanthropy

The ORVI award was created to honor individuals who have helped the Oregon wine industry grow to world-class stature. The 2010 recipients were Paul Hart and Jan Jacobsen.

The VINI award honors individuals who have used their enthusiasm and support of viticulture to create an environment for the enjoyment of wine. The 2010 recipients of the VINI award were Ken and Ginger Harrison.

About Classic Wines Auction:

Based in Portland, Oregon, the Classic Wines Auction, Inc., is a nonprofit organization dedicated to producing the Classic Wines Auction and related food and wine events to raise funds for five local charities benefiting children and families. Recognized as one of the top five charity auction events by the *Wine Spectator*, Classic Wines Auction has raised a total of \$23.9 million since its inception in 1982. The five charities benefiting from the fundraising include: Friends of the Children – Portland, Metropolitan Family Service, New Avenues for Youth, Trillium Family Services and YWCA Clark County. More than 725 guests attended the 26th annual gala auction on Saturday, March 6, 2010. For more information, please visit. www.classicwinesauction.com.