



FOR IMMEDIATE RELEASE

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At Club Calitina, You Are the Winemaker

San Rafael, Mendoza, Argentina – August 2, 2007. Lovers of wines from Argentina have a new way to pursue their passion. Calitina Inversiones S.A. today announced Club Calitina, the first personal winemaking service for Argentine wine aficionados. Members can make one, or more, barrels of wine (300 bottles) alongside an award-winning winemaker in a winery designed specifically for making small lots of wine for individual customers located in the Calitina Wine Resort in San Rafael, Mendoza, Argentina.

Until now, if you wanted to be a winemaker in Argentina you had to make a career change or make low-quality wine in your garage. But most wine lovers already have day jobs and don't have millions to spend building their own state-of-the-art winery to make premium quality wine. Now anyone, anywhere in the world who wants to make an Argentine wine, in exactly the style they like it, can do so in their own personal winemaking studio at Bodega Calitina.

"Making wine in small lots is nothing new." said David Greco, co-founder of Calitina Inversiones S.A. "My Grandfather from Italy did that every year in his basement cellar. But we are providing the expertise, state-of-the-art winemaking equipment and certified organically grown grapes to enable any amateur winemaker to make a truly great Argentine wine." Calitina's professional, full-time winemaker will develop a personal winemaking plan for each member and assist them in making all available winemaking decisions. Members will also be invited to seminars at the Calitina Wine Resort on wine, food and healthy living.

Club Calitina members can enjoy their winemaking experience either physically or virtually, bringing a whole new meaning to "hand-crafted" wine. Members can use their hands to help harvest, crush and ferment the grapes in the winery. Or they can use their hands to enter their personal winemaking plan online, click their mouse to have a videoconference with their winemaker and watch the entire process by web cams that will soon be installed in the winery and vineyards.

David adds, "I'm not sure watching grapes grow is the most exciting thing in the world, but it adds to the experience. I can e-mail the link to my friends and say, 'check out my vineyard in Argentina'. Plus it will remind our club members that winemaking begins in the vineyard. And unlike many other custom-crush wineries around the world, we have complete control of our fruit sources."

Don't buy expensive "cult wine". Make your own.

Prices of fine wine continue to rise in Argentina and elsewhere in the world. Prices for premium Argentine Malbec wines from well-known producers are US\$20 to US\$30 and up. An ultra-premium Napa Valley Cabernet Sauvignon can cost US\$50 per bottle or more.

By that standard, membership in Club Calitina is a relative bargain. The membership fee for one barrel of wine starts at US\$3,600 (US\$12 per bottle) including a custom-designed label and special club member discounts at the Calitina Wine Resort. Wine varieties include Malbec, Bonarda, Cabernet Sauvignon, Tempranillo and Chardonnay or a custom-blend. Patricia Gatti, a Calitina co-founder, noted, "This is a unique opportunity to be one of the first Argentine wine lovers to join this exclusive club. But we are keeping the membership fee affordable for one person, or a group of friends, to share the experience of making great wine."

Club Calitina is only accepting 30 members for the 2008 harvest which begins as early as February for the Chardonnay vineyard through March or beginning of April for the red varieties. No winemaking experience is required, but you must be at least 18 years old to apply, 21 in some states. A membership application is available by contacting Calitina in the USA at +1 415 269-4901 or Argentina at +54 (0) 2627 435 836 or by e-mail at: membership@clubcalitina.com

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Calitina Wine Resort

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About the Calitina Wine Resort.

The Calitina Wine Resort under development in San Rafael, Mendoza, Argentina offers its residents and guests the opportunity to enjoy a healthy vineyard lifestyle that includes hands-on learning experiences in viticulture and winemaking.

The Calitina Wine Resort is a total of 18.5 hectares including 11.5 hectares of vineyards. The vineyards consist of 5.5 hectares of Malbec planted in September 2004 and approximately 1.5 hectares for each of the four private vineyards of Bonarda, Cabernet Sauvignon, Tempranillo and Chardonnay planted in September 2006 (not including the area for each custom designed villa). There are also 2 hectares of mature olive trees and 0.5 hectare of mature apricot trees. Finca Calitina is certified organic by OIA according to standards for Argentina, the European Union and the USA.

The Calitina Wine Resort is a project of Calitina Inversiones S.A. a real estate development and wine tourism company in Mendoza, Argentina. The Calitina Wine Resort is located at Calle Valentin Bianchi 1600, San Rafael (5601), Mendoza. For more information please visit our web site <http://www.calitina.com>

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