

MURPHY-GOODE®

IMMEDIATE RELEASE

June 5, 2009

VINTANK OFFERS ADVICE TO “GOODE JOB” HIRE

Offer extended to ANY candidate selected by Murphy-Goode Winery

HEALDSBURG, Calif. – VinTank, a digital think tank for the wine business, yesterday informed Murphy-Goode Winery that it has revised its position regarding services it had offered to candidates for the winery’s “A Really Goode Job.”

Previously—and independently—VinTank had offered \$100,000 worth of its social networking consulting if any one of four candidates that it endorsed were selected for the job. Yesterday, after contacting the winery, VinTank extended its offer to WHOMEVER Murphy-Goode selects to the position. In addition, VinTank offered to provide the job search’s final 10 candidates with a crash course on social media networking. “We believe that Murphy Goode’s innovative program and online focus is revolutionary and we want to support its success,” said Paul Mabray, Chief Strategy Officer for VinTank.

Murphy-Goode Winery’s “A Really Goode Job”—\$10,000 a month, plus a house for a six-month wine country lifestyle reporting gig—has attracted the attention of the world, reaching an estimated audience of 284-million. The deadline for applying (at www.areallygoodejob.com) is June 19.

“We are pleased that VinTank reached out and extended its offer to whomever we select to be our Wine Country Lifestyle Correspondent,” said Mark Osmun, spokesperson

for Murphy-Goode. “That removes issues we had originally and we now will be happy to permit our candidates and future employee to make use of the firm’s well-known wine e-business expertise. That said, we must also emphasize the fact that third-party endorsements of candidates are not part of our selection criteria and will not be considered in the selection process.”

An outside—and intentionally unnamed—human resources company is processing the initial applications and will narrow the candidates down to a Top 50 to be announced June 26.

Three weeks ago, Murphy-Goode Winery announced its search for an outgoing, web-savvy, articulate communicator to tell the story of the great mountain vines and artisan winemakers of California, tasting the “goode” stuff and experiencing the spectacular Sonoma wine country. The search has been covered by CNN, FOX, NBC, ABC, CBS and in hundreds of major daily papers and newscasts from London to India, thousands of blogs and Twitter feeds, and has drawn crowds when winemaker Dave Ready, Jr. visits select cities.

Throughout the course of the job the successful applicant will learn about viticulture, winemaking, Sonoma County and Murphy-Goode wines. He or she will prepare and post dispatches on their experiences through social media tools such as Facebook, blogs, internet videos and Twitter as well as traditional media.

To apply, candidates must go to www.areallygoodejob.com. There, applicants complete an employment application and upload a one-minute video, demonstrating their special qualifications for the position. (Videos more than one minute in length are not viewed.) All applicants must be at least 21 years old.

Murphy-Goode is a family-owned winery located in the heart of California's Alexander Valley. Though laid-back and unpretentious, winemaker Dave Ready, Jr. takes immense pride in his craft, resulting in wines of the best possible quality at appropriate prices. The winery motto is: "We take our wines seriously. Ourselves.... not so much."

Visitors to the wine country are encouraged to learn more about Murphy-Goode at its brand new tasting room located at 20 Matheson Street, off the Healdsburg Square, in Healdsburg, California.

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