

**HARDY WALLACE PICKED FOR MURPHY-GOODE WINERY'S
\$10,000/ MONTH, WINE SOCIAL MEDIA JOB**

Jackson Family Wines Makes Offers to Several Other Finalists

HEALDSBURG, Calif.—Sometimes the early bird really does catch the worm— or in this case, a \$10,000-a-month job as the world's first “Wine Country Lifestyle Correspondent.” Hardy Wallace, from Atlanta, Georgia, flew to San Francisco to be first in line when the now-famous job search began in April. Today he has his dream job.

Wallace will fulfill a six-month contract with Murphy-Goode Winery to use social media to generate awareness of the winery and the lifestyle in the northern California Wine Country.

Wallace was chosen over 2,000 applicants from across the country for “A Really Goode Job”—to live the wine country lifestyle while transmitting his experiences to the rest of the digital world.

Wallace was selected for the gig by best matching the winery's job criteria— excellent communication skills, personal presentation, video experience, motivation, “media presence,” confidence, and an ability to clearly tell the story of Murphy-Goode Winery.

Jackson Family Wines, owner of Murphy-Goode, also made job offers to a number of the other Top Ten finalists, pushing further the wine/social media marketing movement it started with the Really Goode Job Search. (Media will be alerted as that story develops).

Wallace and the other finalists spent the past four days in Healdsburg living an extended interview process during which they toured vineyards, blended wines, played poker and Liar's Dice, shopped, cooked and explored, as well as faced in-depth interviews.

The job search is the most-publicized program in wine industry history (for a similar time period) and so far has generated over 300,000,000 impressions and more than \$7-million worth of publicity for the winery, the candidates, the region and the wine.

"This is *Murphy* good!" Wallace said after he was named the winner at a ceremony on the Healdsburg Town Square. "Seriously, this was my dream job before the job ever came along. My dream has come true!"

The good-humored Wallace is founder of the popular "Dirty South Wine" blog, is a musician, and a Sommelier Guild level I and II.

"This was an extremely difficult decision given the talent of all the candidates, but Hardy really knocked us over in the interviews with his passion and enthusiasm," said Murphy-Goode winemaker, David Ready, Jr. "He's like us: he's a people-person who loves wine."

Wallace will live for free in a charming, two-bedroom home near downtown Healdsburg. He starts "work" on August 15, 2009.

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