

FAT *bastard* Supports October's National Breast Cancer Awareness Month

Winebow Brand Kicks Off 11th Consecutive Year of Philanthropic Fundraising

NEW YORK—August 6, 2013—FAT *bastard* wines, a brand of Winebow, Inc., will once again support October's National Breast Cancer Awareness Month, continuing their dedication to help raise awareness and funds for the breast cancer cause. During the months of September and October, FAT *bastard* will donate 25 cents for every bottle of FAT *bastard* sold in restaurants and retail locations, up to \$50,000.

The launch of this year's campaign marks the 11th consecutive year of the program and will bring the grand total of donations from the program to over \$700,000. One of the first wine brands to fundraise for the charity cause since launching the initiative in 2002, FAT *bastard* wines will continue to distribute proceeds to national and regional organizations committed to breast cancer research, education, treatment and patient support.

"Breast cancer continues to be the most common cancer among women in the U.S. Even though early detection of breast cancer has improved dramatically over the last couple of decades, it remains the second leading cause of cancer death among women," said Christopher Li, M.D., Ph.D., Head of the Translational Research Program at the Fred Hutchinson Cancer Research Center, a beneficiary of campaign donations since 2004.

"There is still much work to be done and with the support of generous donors such as FAT *bastard*, we are not only able to further life-saving research but also help remind people that this disease is still a pressing issue that needs continued awareness," continued Dr. Li. "We are proud and grateful to have the brand as a long-lasting partner in the fight against breast cancer."

A recipient of support from the FAT *bastard* campaign for six years, the Maurer Foundation is dedicated to raising awareness through breast health education. "FAT *bastard* has been a big support to our organization," said Susan Simon, Program Director at the Maurer Foundation. "Thanks to their generosity, we have been able to continue our goal to reduce breast cancer risk for thousands of young people and adults in our community through education."

To learn more about the campaign, please watch this [video](#) featuring Jon Moramarco, President & CEO, Winebow; Susan Simon, Program Director, Maurer Foundation; V.K. Gadi, M.D., Ph.D., Research Scientist & Faculty Member, Fred Hutchinson Cancer Research Center; and Brian Walsh, Board Member, Christina S. Walsh Foundation.

FAT *bastard*'s popularity with consumers makes it one of the top-selling French wines in the United States. This is a compliment to FAT *bastard*'s consistent high-quality, fun and unforgettable name and consumer-friendly packaging. FAT *bastard* wines have received critical acclaim for their outstanding flavor profile and value in competitions and blind tastings,

including silver medals for the Pinot Noir and Chardonnay at the 2012 Critics Challenge International Wine Competition. FAT *bastard's* [iPhone app](#), available for free at the iTunes App Store, provides useful information, a wine pairing tool and a fun-filled game so that it's easier than ever to enjoy FAT *bastard* wines.

Sourced in Languedoc-Roussillon, the FAT *bastard* wine collection consists of Chardonnay, Sauvignon Blanc, Pinot Noir, Shiraz, Merlot and Cabernet Sauvignon. For more information about FAT *bastard* wine please visit www.fatbastardwine.com, Facebook and Twitter @FATbastardwine, or call toll-free 1-800-859-0689.

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About Winebow

Winebow, Inc., founded in 1980 by Leonardo LoCascio, is a major importer, distributor and developer of a wide range of acclaimed fine wines and spirits from the world's most prominent growing regions. Winebow is headquartered in Montvale, New Jersey with offices in New York, Philadelphia, Washington, D.C., Boston, Chicago, Seattle and Wallingford, Connecticut. For more information please visit www.winebow.com.

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