

For Immediate Release:
Miranda Porterfield, Swiftwater Cellars
509.952.8608 tel.
MirandaPorterfield@SwiftwaterCellars.com



SWIFTWATER
CELLARS

SWIFTWATER CELLARS TO HOST LONESTAR FOR ITS SEPTEMBER 11 GRAND OPENING

Washington's Ultimate Destination Winery Plans Weekend Celebration

June 17, 2010, Cle Elum-Roslyn, WA -- Swiftwater Cellars, located in the Suncadia resort just 80 miles east of Seattle, will host Nashville Recording Artists, LONESTAR, during its grand opening party on Saturday, September 11. LONESTAR will entertain Swiftwater Cellars' Black Diamond club members during a VIP meet and greet. Doors open to ticket holders at 5:00pm with an opening set by Oregon-based Country band, Countryfied, starting at 6:45pm. Tickets are \$35 in advance and may be ordered at any Ticketwest Outlet, online at www.ticketwest.com or by calling 1-800-325-SEAT.

The weekend-long celebration begins Friday, September 10, with a 10:00am ribbon-cutting ceremony at the winery, which offers sweeping views of the resort's Rope Rider golf course. Afterwards, guests may dine at the winery restaurant, The Hoist House, which will feature fresh local ingredients, Panini and flatbread pizza from its wood-burning oven and a full bar serving specialty cocktails and Swiftwater Cellars' wines. Sourced from select vineyards in the Pacific Northwest, the inaugural releases will include two Bordeaux blends, Syrah and Semillon from Washington's Columbia Valley, as well as a Pinot Noir from Oregon's Willamette Valley.

Founded in 2007, Swiftwater Cellars is the culmination of the Watts family's 30 year dedication to top quality agriculture and desire to offer Washington's ultimate winery destination. Owner, Don Watts, comments, "Swiftwater Cellars is first and foremost about providing our guests with a wonderful winery experience -- we believe that fine wine and excellent service go hand-in-hand. With Tony Rynders as our winemaker and the experienced hospitality team we've assembled, I'm confident we will delight guests on both fronts." Watts is former Chairman of Watts Brothers Farming and Frozen Foods of Kennewick, Washington, which was sold to ConAgra in 2008.

Area visitors will also appreciate the local community's rich history and the amenities offered by

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Suncadia resort. The winery site is home to Coal Mine No. 9, which operated there from 1930 to 1963 and employed a diverse group of pioneering nationalities. The neighboring town of Roslyn, best known today as the filming location for *Northern Exposure*, was founded in 1886, three years before Washington State was admitted to the Union. Businesses such as Owen's Meat Market and The Brick Tavern, founded in 1885 and 1889, respectively, are still operating there. Suncadia features lodging, award-winning golf courses, 50 miles of hiking trails, a spa, outdoor amphitheater and much more.

About Swiftwater Cellars: Swiftwater Cellars is nestled in the heart of the Cascade Mountains 80 miles east of Seattle in historic Cle Elum-Roslyn. Home to the former Coal Mine Number 9, it is Washington's ultimate destination winery featuring dining, golf, events and the fine amenities offered by Suncadia, a premier all-season resort. Our boutique collection of wines is sourced from select vineyards in the Pacific Northwest and tended to by veteran winemaker, Tony Rynders. Founded in 2007, it is the culmination of our family's 30 year dedication to top quality agriculture and desire to offer visitors a rich winery experience. Join us at www.swiftwatercellars.com – *The Watts Family*

About Tony Rynders: Tony Rynders is the premier wine making and grape growing consultant for ultra premium wineries in the Pacific Northwest. With over 20 years of experience making wine in Oregon, Washington, California, Italy and Australia and a Master's Degree in Viticulture and Enology from U.C. Davis, he brings strong viticultural and winemaking expertise to Swiftwater Cellars. www.tonyrynders.com.

About Suncadia: Located 90 minutes east of Seattle in the Cascade Mountains, Suncadia is a world away from the hustle and bustle of the city. The certified Built Green resort community features 50 miles of hiking and biking trails, two award-winning golf courses and one under construction, two restaurants, two bars, a swim and fitness center, skating rink, outdoor amphitheater and Washington's first destination spa. Suncadia is owned by subsidiaries of JELD-WEN Inc., PacTrust and Lowe Enterprises, Inc., and is operated by Destination Hotels & Resorts, a subsidiary of Lowe Enterprises, Inc. Visit www.suncadia.com or call Danielle Zarrella Richmond Public Relations, at 206.682.6979.