

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



SWIFTWATER
CELLARS

SWIFTWATER CELLARS ANNOUNCES GRAND OPENING THIS FRIDAY

Washington Destination Winery Features Dining, Events and Golf in Suncadia Mountain Resort

September 8, 2010, Cle Elum-Roslyn, WA -- Swiftwater Cellars, a destination winery, restaurant and event facility located in the Suncadia resort just 80 miles east of Seattle, is celebrating its grand opening this weekend. There will be a ribbon-cutting ceremony open to the public on Friday, September 10 at 10:00 am and an evening concert featuring Nashville Recording Artist Lonestar on Saturday, September 11. The 41,000 square foot property features dining in the Hoist House restaurant, a 360-degree bar including a tasting area with plush seating, a two-story stone fireplace, and additional private dining areas and patios. Visitors will enjoy the amenities offered by the nearby Suncadia resort including over 50 miles of hiking and biking trails, a spa and two golf courses. The winery overlooks the resort's Rope Rider golf course and sits atop the former Coal Mine No. 9, which operated there from 1930 to 1963.

"We began the project with a single goal in mind -- to offer our guests a tremendous experience," remarks General Manager Donnie Watts. "In combining fine wine and dining with warm hospitality in a beautiful resort setting, we have built Washington's ultimate destination winery."

Founder, Don Watts, is an entrepreneur and 30-year veteran of the agriculture industry. In 1977 he founded Watts Brothers Farming and Frozen Foods in Kennewick, Washington. He and his wife, Lori, grew it to become the largest family-owned and -operated farming operation in the state of Washington by focusing on top quality, innovation and excellent service.

Their vision of owning a winery began in 1994 with the planting of Zephyr Ridge, a vineyard located on the Watts Brothers farm in Washington's Horse Heaven Hills. In 2008, when the family sold the business to ConAgra, Zephyr Ridge was not included in the sale. Later that year, while on vacation enjoying European wine hospitality, Don and Lori decided the time was right to create their own wine business with their son Donnie, as General Manager and his wife Meghan. The values which were an integral part of their success of their previous venture are the foundation of this business.

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Swiftwater Cellars wines are made by consulting winemaker, Tony Rynders, formerly of Domaine Serene in Dayton, Oregon, and associate winemaker, Linda Trotta, who joined from Sonoma, California's Gundlach Bundschu. 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.

Tickets for the Saturday concert may be purchased online for \$35 at www.ticketwest.com or by calling 1-800-325-SEAT. Doors open at 5:00 pm and Oregon-based Countryfied will play an opening set before Lonestar takes the stage at 8:00 pm. In remembrance of September 11, the winery will feature the Marine Color Guard and invites military service men and women in uniform to attend free of charge with proof of identification.

Swiftwater Cellars will be open daily from 11:00 am until 10pm. Reservations for dining and special events may be made by calling 509.674.6555. For complete winery and concert details, visit www.swiftwatercellars.com.

About Swiftwater Cellars: Swiftwater Cellars, Washington's ultimate destination winery, offers guests an unparalleled experience complete with fine wine and excellent service. Nestled in the heart of the Cascade Mountains in historic Cle Elum-Roslyn, just 80 miles east of Seattle, the property overlooks the Rope Rider golf course and sits atop the former Coal Mine No. 9, which operated there from 1930 to 1963. The winery features a 360-degree bar with plush seating and a two-story stone fireplace, dining in the Hoist House restaurant and additional private dining areas. Swiftwater's boutique collection of wines is sourced from select vineyards in the Northwest and tended to by veteran winemakers, Tony Rynders and Linda Trotta. Visitors will enjoy the nearby Suncadia resort amenities including golf, spa and hiking. The company is owned and operated by the Watts family, successful agricultural entrepreneurs for over 30 years. Visit www.swiftwatercellars.com or call Dixie Huey, 415.283.7830.

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

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Hotels & Resorts, a subsidiary of Lowe Enterprises, Inc. Visit www.suncadia.com or call Danielle Zarrella, Richmond Public Relations, at 206.682.6979.