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STONEBRIDGE RESEARCH GROUP™ LLC ANNOUNCES WEBSITE AND NEW OFFICES IN NAPA

Napa, California, September 2008—Stonebridge Research Group™ LLC (www.stonebridgeresearch.com) has established its offices at 550 Gateway Drive (Suite 100), Napa (94558). President & CEO Barbara Insel, who founded the firm in January 2008, is writing a blog on its new website called *Barbara's Blog: Insight Into the Business of Wine*, where she will 'riff' on wine business issues of the day, such as

- 10 years ago there were 7,000 distributors and 2,000 wineries in the U.S.: today there are 500-700 distributors and 5,000 wineries and thousands more imports. How do wineries get to market? Is the wine industry really consolidating?
- Are France and Spain the new Australia? How do U.S. wine producers compete with the new generation of winemakers, creative entrepreneurs passionate about wine, and better viticulture and winemaking practices which are producing dramatically improved wines from Europe at highly competitive prices?
- How and why do consumers buy wine? How do we build an American market for wine and stop intimidating our customers?
- Do consumers really care where wine comes from?
- Will this 'turkey burger economy' drive us all to live 'the simple life?' Is there wine in the simple life?
- Why winery direct sales are *good* for the three-tier system.

Stonebridge Research Group provides business advisory services to the wine industry. "Barbara is the premier wine industry market analyst, trusted and respected by all segments of the industry," said Kirkland & Ellis partner Tracy Genesen, Legal Director of the Coalition for Free Trade.

"Our fact-based growth strategies offer a unique range of services to our clients to increase revenue and reduce costs, penetrate new markets and employ marketing dollars more effectively along with strategic business reviews to increase profitability. We are the first place investors go for solid market due diligence and business strategies for prospective wine industry ventures in the U.S. and internationally. We focus on providing the best data and market intelligence in the industry," Insel explains. "We will be introducing major new services for the industry designed to help forward thinking firms take their business practices to the next level."

Insel has provided insight into the business of wine to a wide range of clients since 2004, leading projects for large and small wineries, state winery associations, international wine industry associations, wine distributors, major investors in the industry and multi-national beverage companies.

Insel has over two decades of experience in international investment, finance and related

research. Insel has held senior positions at Salomon Brothers, Morgan Stanley Asset Management and Kleinwort Benson, working in New York, Washington D.C., London, Prague, Moscow and Latin America. Throughout her career, Barbara has been involved in wine-related investments and transactions. Insel was the fourteenth employee of the European Bank for Reconstruction and Development, created to rebuild Eastern Europe and Russia after the fall of the Soviet Union, and worked on financial institution restructuring and privatization with the World Bank before becoming an International Affairs Fellow at the Council on Foreign Relations.

Insel was born and raised in New York City. She graduated from Barnard College with degrees in Economics and Art History and also holds a Master's in Economics from Brown University and an MBA from Stanford University Graduate School of Business.

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