



LIEB
FAMILY
CELLARS



Press Release

For Immediate Release

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September's Mission

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Lieb Family Cellars Produces Wine to Raise Funds for 9/11 Project

(Mattituck, N.Y. August 26, 2004). **Lieb Family Cellars**, a winery on Long Island's North Fork, is contributing to efforts to honor the memory of those lost in the World Trade Center tragedy. The Mattituck winery will donate a percentage of the proceeds from a special commemorative wine to **September's Mission**, a nonprofit foundation that funds educational and cultural programs to remember the victims of 9/11 and to help families come together and heal.

Lieb Family Cellars has produced 6,300 bottles of a special 2002 Merlot, which it will sell at the winery and offer for resale to restaurants and wine shops in New York State. Winery owners Mark and Kathy Lieb expect to raise close to \$6,000 for the nonprofit foundation. Like most Americans, they were deeply affected by the tragedy. They had both worked on Wall Street for many years prior to 9/11, and, sadly, lost friends and former colleagues in the WTC attacks. "We wanted to contribute in our own way to ensure that the tragic events of 9/11 are never forgotten," said Mr. Lieb. "The commemorative wine gives our winery, as well as restaurants and individuals, the opportunity to participate in the annual observance and to support September's Mission."

Gary Madden, general manager of Lieb Family Cellars, developed the concept for the September's Mission wine, which will be available beginning September 1. "Through the ages, wine has had religious and ceremonial significance, so it is fitting that it play a role

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in the annual remembrance of 9/11," he said. "We hope restaurants and wine shops will join us in honoring the memory of those who lost their lives and help support September's Mission by offering this wine to their customers."

Monica Iken, who founded September's Mission after losing her husband in the 9/11 tragedy, said she deeply appreciates the donation. "Whoever purchases this special wine will not only be remembering the heroes and innocent victims of that terrible tragedy, but will be supporting our efforts to develop programs at the future memorial site, as well as a 9/11 'Living Memorial,' our Internet project that will be accessible to everyone."

The commemorative wine is a 2002 Merlot made of grapes grown on the North Fork, less than 100 miles east of NYC. Aged in French oak barrels, the wine is a young, clean Merlot with a hit of Cabernet Sauvignon and aromas of black currant. It can be purchased for \$9.11 at the Lieb Cellars tasting room located at 35 Cox Neck Road in Mattituck, on the Lieb Cellars Web site, or by calling the winery. It will also be available in select restaurants and wine shops on Long Island, in NYC and throughout the state. Individuals who would like information on where to purchase the wine, or who would like to buy it directly from Lieb Cellars, can go to the Web site: www.liebcellars.com, or call 631/734-1100.

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About Lieb Family Cellars

Lieb Family Cellars produces award-winning wines on the North Fork of Long Island. The wines are found at many of the finest restaurants and wine shops from Manhattan to Montauk, and are self-distributed within New York State. Founded by Mark and Kathy Lieb, who purchased their first 20 acres in 1992, their hand-tended, herbicide-free vineyard has grown to 50 acres in Cutchogue and produces more than 6,000 cases of wine annually. Estate-bottled varietals include Chardonnay, Cabernet Franc, Merlot and Pinot Blanc. For more information, go to www.liebcellars.com.

About September's Mission

September's Mission is to support the development of a memorial park on the former WTC site that ties into the overall redevelopment of Lower Manhattan, and to ensure its future sustainability through public/private partnerships. September's Mission is committed to working with the families, Manhattan residents, businesses and public officials to ensure that the future of the WTC site not only honors the lives that were lost on September 11, but serves all New Yorkers for generations to come. For more information, go to www.septembersmission.org.