



LIEB
FAMILY
CELLARS



Press Release

For Immediate Release

Contact

Robin Frank

516/ 773-0319

E-mail: robinfpr@optonline.net

Merlot with a Mission: Lieb Family Cellars Produces Wine to Raise Funds for 9/11 Project

(Mattituck, N.Y. Sept. 7, 2005). **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 Foundation**, a nonprofit organization established to support the development of a memorial park on the former World Trade Center site. This is the second year that Lieb Cellars has produced the September's Mission Merlot. Last year, public response was tremendous, and the commemorative wine sold out.

This year, in honor of the upcoming fourth anniversary of 9/11, Lieb Cellars has produced another 6,480 bottles of the special 2003 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 about \$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 Foundation."

"Through the ages, wine has had religious and ceremonial significance, so it is fitting

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that it play a role in the annual remembrance of 9/11,” he said. “We hope wine shops, restaurants and consumers will join us, as so many did last year, in honoring the memory of those who lost their lives and help support September's Mission.”

Monica Iken, who founded September's Mission Foundation after losing her husband Michael 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 the 9/11 'Living Memorial,' an internet-based web portal project that will be accessible to everyone."

The commemorative wine is a 2003 Merlot made of grapes grown on the North Fork, less than 100 miles east of NYC. The young, clean Merlot, blended with a hint of Cabernet Sauvignon and aged in French oak barrels, has aromas of blackberry, plum and black currant. People can purchase the wine for \$9.11 at the Lieb Cellars tasting room located at 35 Cox Neck Road in Mattituck, via the Internet (email: info@liebcellars.com), or by calling the winery (631-734-1100). Restaurants and wine shops throughout New York State can also purchase the wine directly from Lieb Cellars.

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 Cabernet Franc, Chardonnay, Meritage, Merlot, Pinot Blanc, Rosé and Blanc de Blanc sparkling wine can be tasted and purchased at the Lieb Cellars tasting room, at 35 Cox Neck Road, Mattituck, N.Y. or on the web site: www.liebcellars.com.

About September's Mission Foundation

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, please visit www.septembersmission.org.