

MEMO

TO: All Wineries
FROM: Virginia Vines and Wines PAC
DATE: 1 August 2006
RE: UNCORK Virginia Consumer Database

One goal for the PAC over the next year is to create a first rate database for the purposes of fundraising and also for alerting consumers to our issues. We have already begun culling lists together and we hope that you will support this initiative and put the sign-up sheets in your tasting room.

The general guidelines are as follows:

1. All names collected from your winery will be sent back to you in a excel sheet
2. The PAC Board will have sole discretion over the use of the names
3. We will not sell/ rent the names
4. After you have collected a number of sheets we would appreciate your mailing the lists back to us in the pre-paid envelopes
5. in the next 30-45 days we hope to introduce a ballot box to increase rate of sign-ups
6. It is important with the pressures on the industry that anyone who mentions their support for the industry shows their support by becoming an advocate.

Any Questions please call:

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***Thank you for your strong support of this project.**