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**Novelty Hill's Estate Vineyard, Stillwater Creek,  
First Columbia Valley Vineyard Certified "Salmon-Safe"  
Independent Third Party Review Recognizes Vineyard for Eco-Friendly Farming**

Seattle, Wash., March 12, 2007 – Novelty Hill winery's estate vineyard, Stillwater Creek, has been certified as "Salmon-Safe" for environmental stewardship practices that help protect water quality and habitat for fish and wildlife, particularly native Northwest salmon, Seattle's Stewardship Partners announced today. Stillwater Creek, a 240-acre site on the Royal Slope of the Frenchman Hills, is the first Columbia Valley vineyard to earn the certification. The site is known for its careful vineyard management and innovative clonal selection.

"Stillwater Creek's designation as 'Salmon-Safe' is an important milestone in our work to implement environmental stewardship programs with Columbia Valley wine grape growers," says Stewardship Partners' Program Director Larry Nussbaum. "The vineyard's leadership demonstrates how sound viticulture practices and salmon conservation are mutually supportive," says Nussbaum.

Salmon-Safe certification is an independent third party review of farming practices conducted by experts in the field of fisheries and sustainable agriculture. To be certified as Salmon-Safe, Stillwater Creek had to meet a rigorous set of guidelines specific to efficient irrigation and water conservation measures; erosion control; Integrated Pest Management; and native vegetation and habitat management.

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Novelty Hill is an independent winery crafting elegant wines from top Columbia Valley vineyards, including vineyard-designated Sauvignon Blanc, Chardonnay, Merlot, Cabernet Sauvignon and Syrah from its own Stillwater Creek estate. Later this year, the Salmon-Safe logo will begin appearing on Novelty Hill's estate-grown wines.

In May, Novelty Hill will jointly open a new destination winery in Woodinville, Wash., with consulting winemaker Mike Januik. In conjunction with its opening, Novelty Hill · Januik will donate \$2 to Salmon-Safe for every bottle sold of *Spring Run Rosé*, a wine jointly-produced by the two wineries with grapes from Stillwater Creek Vineyard.

Novelty Hill is owned by Seattle entrepreneur Tom Alberg and wife Judi Beck. Stillwater Creek Vineyard is owned by the entire Alberg family, which includes Tom Alberg's father and brothers and sisters. The family also owns Oxbow Farm in Carnation, one of Western Washington's first farms to earn a Salmon-Safe designation.

Stewardship Partners is a Seattle-based non-profit organization that helps private landowners restore and preserve Washington State's natural landscapes. Among other programs, Stewardship Partners administers Salmon-Safe to promote fish-friendly farming practices. An important component of the Salmon-Safe program is the eco-label found on Salmon-Safe products. The label helps consumers support the efforts of local farmers and grape growers working to protect water quality in Washington State.

The Salmon-Safe program originated in Portland in 1997. Approximately 40 Oregon vineyards are certified Salmon-Safe.

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