



FOR IMMEDIATE RELEASE

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**JOE FARLEY JOINS RADOUX COOPERAGE AS REGIONAL SALES MANAGER FOR
SOUTHERN CALIFORNIA, ARIZONA, NEW MEXICO AND TEXAS**

SANTA ROSA, CALIF. – July 17, 2008: Radoux USA of Santa Rosa, California has just hired Joe Farley as Regional Sales Manager. Joe lives in the Central Coast of California and is responsible for all of Southern California from Monterey to Mexico as well as the states of Arizona, New Mexico and Texas. Joe will be selling and promoting Radoux wine barrels and Pronektar oak alternatives in these territories.

Joe attended Fullerton College and Cal Poly where he received his BS degree in Ag-Business.

Joe brings to the cooperage more than 20 years of experience specializing in winemaking and vineyard management in the Paso Robles Appellation.

Radoux USA is a subsidiary of Tonnellerie Radoux, based in Jonzac, France. For over 50 years, Tonnellerie Radoux has been one of the World's leading cooperages, manufacturing high-end quality French Oak Barrels, Tanks, Casks, Chips and Staves used for Tank or Barrel insertion. Radoux also makes top quality Eastern-European and American Oak Barrels. The American Oak is sourced from the three main Oak producing areas of the United States: Minnesota, Missouri and the Appalachian region.

For more information, please contact Radoux USA at: 707-284-2888,
or visit the website: www.radouxcooperage.com

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