

For Immediate Release: December 14, 2009
For more information, contact Charlotte Mills Seligman
415.652-2569 or charlotte@traversant.com

Red Leight and ZORK® Go Hollywood

San Francisco, CA December 14, 2009 — Red Leight Rosé and its revolutionary ZORK® closure have become new favorites of Hollywood's boutique club scene, according to the Red Leight brand's creator, Howard Leight. The wine—<http://www.redleight.com>—is a high-alcohol blend of 55% Syrah, 35% Cab, 5% Cab Franc, and 5% Merlot grapes, all grown in Malibu, CA vineyards. Known as the "rebellious sister" brand of Leight's father's Malibu Rocky Oaks Estate Vineyards, Red Leight Rosé sold out after its launch in 2008. A new label design will adorn the 2009 release due to hit shelves this month.

"The ZORK closure is a perfect complement to the wine's packaging," says Leight. "Bartenders can zip it open quickly, girls and guys can reseal it while they're dancing, and club owners don't have to worry about cut feet from screwcaps or foil caps. Plus, the smaller 375ml bottle makes it easy to drink right from the bottle."

Since its introduction, the brand has benefited from an effective viral campaign that has included videos on the Web, YouTube, and Facebook, as well as co-sponsorships with Lamborghini, Skim X, yacht wine tastings, among many other upcoming events.

"This is the first time a wine has been specifically designed for this demographic," Leight says. "Red Leight matches the energy and vitality of this exclusive community, 21 to 35 year olds in the entertainment industry who enjoy a good time and a good wine."

ZORK USA's Director of Sales, Mario Carofanello, says that Red Leight Rosé and ZORK are a match meant for the red carpet. "The closure's recyclability, resealability, and easy opening features are perfect for Hollywood celebrity bashes."

ZORK closure consists of three components: an outer, tamper-evident cap; an inner foil oxygen barrier; and a plunger that "pops" when extracted without a corkscrew and is easily reinserted. ZORK USA is a division of Portola Packaging, Inc. The closures are manufactured in ZORK USA's Tolleson, AZ, plant, ensuring timely delivery. Bottling lines are easily adapted for ZORK; AT Mobile Bottling Line LLC in Napa, CA, also has a dedicated ZORK bottling line.