



FOR IMMEDIATE RELEASE
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Gold Key Cellars Opens Commercial Wine Storage Facility in Placerville

Gold Key's expertise in climate-controlled, private wine storage has expanded to meet local wineries demand for secure bulk wine storage.

Placerville, Calif., Sept. 12, 2006 – With the annual wine industry grape crush and bottling now underway at the more than 70 wineries in El Dorado and Amador counties, Gold Key Cellars is ready to meet the demand for storing the new vintages with the company's new Gold Key Cellars Commercial Wine Storage facility in Placerville. Gold Key, the expert in climate-controlled wine storage for private collectors, today announced the opening of its new 4,200-square-foot, secure storage facility designed distinctly for commercial wineries and private vintners. The new Gold Key Cellars commercial facility can now store up to 18,000 cases of the local varietals and 2006 vintages.

Gold Key, the gold standard in climate controlled self-storage, commercial/business storage, private wine storage, and boat and RV storage, identified a need for bulk wine storage in the Sierra Foothills and expanded its' climate controlled warehouse facilities to provide bulk wine storage for our local wineries.

Gold Key currently has four state-of-the-art storage facilities located in El Dorado Hills and Placerville. The company opened its first Gold Key Cellars private wine storage facility in El Dorado Hills in October 2005. Located more than 20-feet below ground in the El Dorado Hills Business Park, the private, secure wine cellar facility consists of more than 280 private wine lockers designed for the serious wine collector. The temperature and humidity controlled environment and high security facility proved so successful that Gold Key Cellars decided to address the commercial wine maker's need for a similarly secure and climate controlled facility in Placerville.

The newly refurbished facility, located in the Missouri Flat Business Park (next to Gold Key Self-Storage) in Placerville, has been designed and developed specifically for commercial bulk-wine storage. The facility is temperature controlled with 24-hour surveillance, computerized inventory systems and sufficient space to accommodate up to 18,000 cases of wine.

Gold Key Cellars, known for its customer service, will provide wine pick up and deliver services of bottled and tax paid wine products for its commercial customers, as well as bar-coding for quick and accessible inventory control. In addition, Gold Key Cellars' private wine cellar facility in El Dorado Hills, with a beautifully designed Barrel tasting room, is launching an Evening at the Cellars series with local wineries for monthly wine tastings and events. For more information, please go to www.GoldKeyCellars.com.

"Winemakers take great care and passion in creating the perfect wine - from selecting the proper root stock, growing the optimum grape, and blending the juice to create a sublime beverage," said Brian McCarthy, president of the Southfork Companies that own and manage all of the Gold Key branded facilities. "Two of the most important decisions vintners make are where to locate their vineyard and how to properly store and age the new vintages". According to McCarthy, a grower himself, grapes grown here in the Sierra Foothills bear the same unmistakable mineral characteristics of the best that the Rhone region has to offer. Once bottled, proper attention to storing and aging the young wine in a strictly climate-controlled facility helps vintners bring out the remarkable Foothill wine characteristics.

"Just as we respectfully leave the enology to the experts, we hope our local wineries turn to us as experts in storage," said McCarthy. "We not only provide a perfect climate and secure facility for their valuable inventory, but also convenience and peace-of-mind for the vintner," said McCarthy.

Commercial or bulk wine storage is just one of the many tenants in Gold Key's Missouri Flat Business Park, located just off Missouri Flat Road on Stage Court Road. Gold Key Storage built its first state-of-the-art, climate controlled, self storage facility in Placerville in 2002. The facility serves the entire Sierra Foothill community and features almost 600 individual storage units. Other commercial tenants in the

Missouri Flat Business Park include Aamco Transmissions, Iron Mountain Motorcycles, Ahrens Brothers Environmental, and the El Dorado County Food Bank.

The Southfork companies develop and manage a variety of commercial and residential properties located primarily in Northern California and in the Southeastern United States. The company's portfolio and brands include Gold Key Storage, Gold Key Cellars, Gold Key Boathouse and Gold Key Express, as well as Watermark Marinas and Watermark Marine retail stores. The company's new residential development in Placerville – the Ridge at Orchard Hills – is now selling private homes for active adults (55+).

For more information about Southfork or any of the company's branded developments, please contact 916-939-9584, or see the company's website at www.SouthforkInc.com.

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