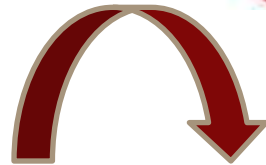


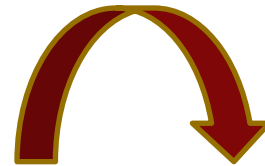


Marilyn[™] Wines

Gift a Bottle



Enjoy a Bottle



Collect a Bottle

Marilyn Wines – Face of Passion





Marilyn Today:



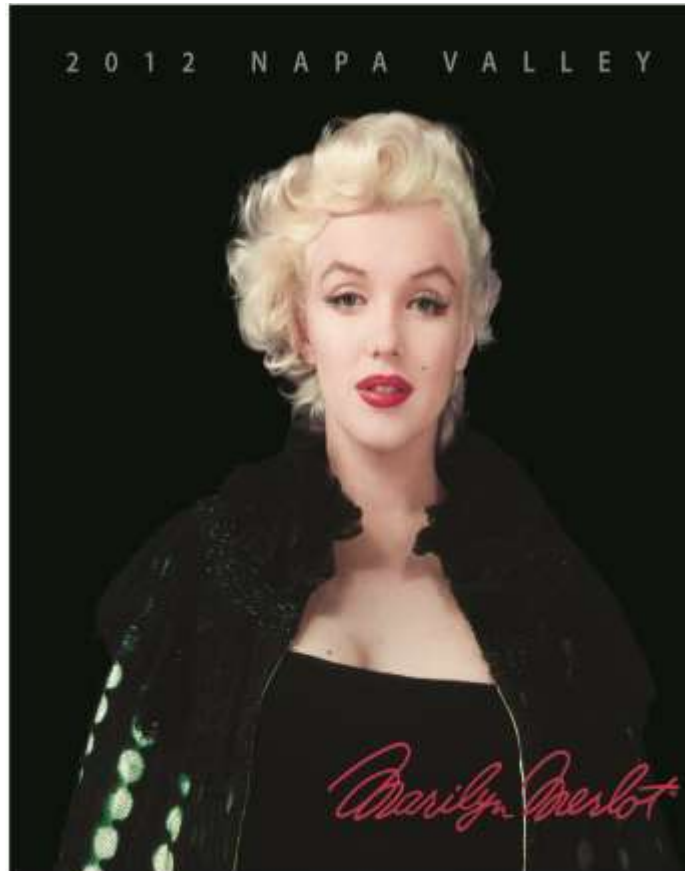
Marilyn Merlot 2012 – 28th Vintage Release

The Black Cape Freedom Shoot

Photos Taken by: Milton Green

Photo: End of the Slave Contract

Wardrobe: Black and green cape



Location: New York

*Muse: Release of the 20th
Century
"Oppressive Contract", "Slave
Contract"*

*Taken: 1955 : 1 month after
release*

From contract



25
Marilyn™ *Merlot*

2009 NAPA VALLEY
SILVER ANNIVERSARY

Pre-Sell July 2011



Marilyn Merlot

SOME LIKE IT HOT

MARILYN MERLOT NAPA VALLEY - SILVER ANNIVERSARY PRE-SALE



The film career of Marilyn Monroe began with a bit part as a telephone operator in *The Shocking Miss Kellogg* in 1947, and ended with her compelling role in *The Night of the Millers* in 1961. Her movie career spanned just 14 years. Now in its 25th vintage, Marilyn Merlot is living proof of the iconic power of the house of Marilyn Monroe.

IT STARTED AS A WHIMSICAL SUGGESTION OFFERED AT A DINNER PARTY IN NAPA VALLEY. TWO YEARS LATER, THE 1985 VINTAGE OF MARILYN MERLOT MADE ITS ENTRANCE IN THE WINE WORLD AND THEREAFTER, AS THEY SAY, IS HISTORY. MARILYN MERLOT HAS ACHIEVED A STARDOM OF ITS OWN OVER THE YEARS, ATTRACTING NOT ONLY FANS OF MARILYN MONROE, BUT LOVERS OF FINE NAPA VALLEY MERLOT, OFFERING WHAT WINE AUTHOR LESLIE SBROCCO CALLS "BLANDOUR IN A GLASS."

THE 2009 VINTAGE OF MARILYN MERLOT IS THE 25TH ANNIVERSARY EDITION, AND COMES TO MARKET ON SEPTEMBER 1ST IN A VERY SPECIAL SCREEN-PRINTED BOTTLING HIGHLIGHTED WITH A SILVER SIGNATURE BELOW A 1950S PUBLICITY PHOTO OF MARILYN MONROE AT HER MOST BLANDOROUS.

THIS IS VERY SPECIAL WINE IS APPEALING IN MANY WAYS:



WINE COLLECTORS AND LOVERS OF MARILYN MERLOT HAVE LONG WAITED A CROWNING WINE FOR THEIR COLLECTIONS, AND THE SILVER ANNIVERSARY MARILYN MERLOT WILL SURELY BE THE "MUST HAVE" WINE OF THE YEAR.



THE 2009 VINTAGE MARILYN MERLOT CAPTURES THE ESSENCE OF ITS NAPA VALLEY HERITAGE AND IS AMONG THE FINEST EXPRESSIONS OF MERLOT FROM AN OUTSTANDING VINTAGE. IT WILL AGE BEAUTIFULLY FOR AT LEAST A DECADE.



THIS IS A WINE TO COLLECT, TO ENJOY, AND TO GIFT. IT COMMANDS ATTENTION WHEN IT ENTERS THE ROOM, OFFERS SEDUCTIVE AROMAS AND ELEGANT FLAVORS, AND HAS AN ENDURING APPEAL.

THE 2009 VINTAGE MARILYN MERLOT IS THE SILVER ANNIVERSARY (25TH) RELEASE OF THIS VENERABLE WINE. IT IS A BLEND OF 88% MERLOT AND 12% CABERNET SAUVIGNON FROM GRAPES GROWN AND VINIFIED IN THE NAPA VALLEY. COMPLEX AND COMPLEMENTARY AROMAS OF DRIED HERBS, TOASTY OAK, AND NATURAL VARIETAL FRUIT ARE A TESTIMONY TO THE LEGACY OF THIS ICONIC LABEL. MODERATE ALCOHOL, CLASSICAL VARIETAL FRUIT AND GOOD ACIDITY MAKES THIS WINE A WINNING PARTNER WITH FINE FOODS OF MANY CULTURES. VINEYARD LOCATIONS FOR THIS ARE FROM LONGTINE GROWERS IN THE YOUNTVILLE AND OAKVILLE REGIONS OF THE NAPA VALLEY.

WINE MAKER: JOHN HICKBY

List: \$240 PRE-SALE: \$222

QUANTITIES ARE LIMITED

Wine Warehouse Code #: 123985

Account Name: _____ Account #: _____

Sales Rep.: _____ Case Qty.: _____

All Pre-Sale Orders are DUE BACK by July 20th, 2011

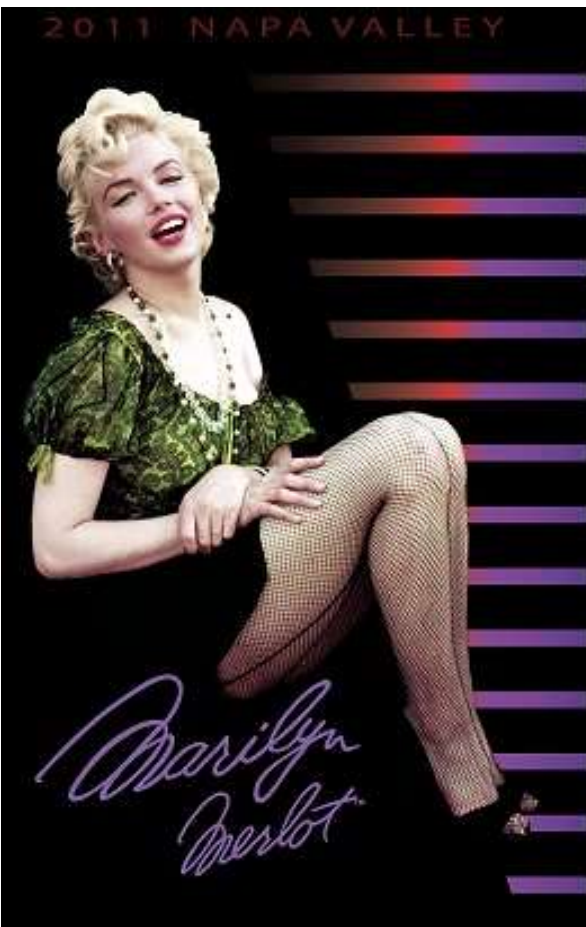
Printed and bottled by the Marketing Department
Wine Warehouse Pre-Sale 7/11/11

Wine Warehouse
ORDER DESK 800-421-2264
MAIL ROOM 104-4760 BILLCAL@WINEWAREHOUSE.COM

“Glamour in a Glass” – V.2011

In Honor of Wine Warehouse’s new ON-PREMISE DIVISION

THE FIRST EVER MARILYN MERLOT BTG PROGRAM



thirsty girl
Life. Drink it Up!



CLICK HERE TO
SHOP THE
MARILYN MONROE™
COLLECTION



Marilyn Wines



Credit the enduring allure of a Hollywood icon. Factor in the consumer appeal of a striking label and a catchy name. For all these reasons, Marilyn Merlot, a brand launched as little more than whimsy, has become an indisputably serious business. —*Wine Spectator*

Marilyn Wines • St. Helena, CA
866-MMWINES • www.MarilynWines.com



MAC COSMETICS



It's finally here! The MAC Cosmetics Marilyn Monroe collection is now available online and in stores.

The bombshell-worthy range includes everything from eyeshadows to nail polish—that come with names like Preferred Blonde and Charmed I'm Sure—



citibank



CITIBANK

Has everyone seen the new Citibank commercial that premiered after the VMA's on September 5th?

Marilyn Monroe has a key role in a new 24 Million dollar multi-media campaign from Citi for its Private Pass program, which also includes such A-Listers as Alicia Keys, Carlos Santana, Daniel Boulud and Gladys De Laurentiis.



Ben Shaw © 2012 Ben Shaw Inc.

MAC

SOCIAL MEDIA



6 MILLION +
Marilyn Monroe's Facebook page has reached another milestone—over 4 million fans!

COMING SOON

Instagram tumblr myspa



THE MET



The Metropolitan Museum of Art is currently showing an Andy Warhol exhibition called "Regarding Warhol: Sixty Artists, Fifty Years" which takes a look at how Warhol's artistic work has influenced multiple artists throughout the years. Warhol's "Marilyn," is being used as the face of the exhibition.



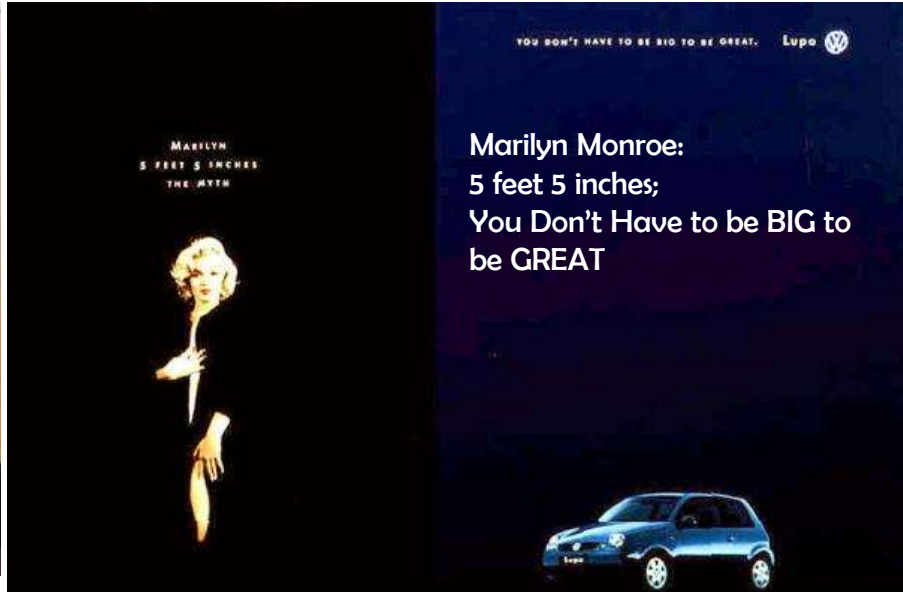
SPLASH NYC



Exciting News!!! Splash NYC has partnered with ABG to launch a Marilyn Monroe swimsuit line that will make its debut in January, 2013. The collection is inspired by Marilyn with a retro yet modern feel that will appeal to a wide demographic.



Multi-Million Dollar Ad Campaign Available... on the bottle



Right off the Press – Marilyn



A Bright Exuberant Norma Jeane Is Ready To Be Enjoyed

Marilyn Wines releases its fifteenth vintage of Norma Jeane.

St. Helena, CA (PRWEB) April 18, 2013

The 2012 vintage of Norma Jeane – A Young Merlot was released today and makes quite a debut, with the fresh and exuberant qualities so often captured in photos of Marilyn Monroe in her early Hollywood years.

Norma Jean Baker was a Hollywood starlet in the 1940s who caught the eye of many a publicist and photographer long before she became the first nude centerfold model of Playboy Magazine in 1952 as Marilyn Monroe. The label for the 2012 vintage of Norma Jeane – A Young Merlot is from Bruno Bernard's collection of early photographs of Norma Jeane. This photo is fun, joyous, innocent and perfect for this playful wine.



Beautifully presentable

SFGate

Marilyn Meritage Makes a Grand Entrance

Published 10:00 am, Monday, October 22, 2012



Photo: PRWeb / SF

A Seductive New Vintage of Marilyn Merlot

The 2010 vintage of Marilyn Merlot makes its debut this month, and promises to command attention not only for its striking label but its silken and sensuous qualities.

St. Helena, CA (PRWEB) September 12, 2012

The 2010 vintage of Marilyn Merlot makes its debut this month, and promises to command attention not only for its striking label but its silken and sensuous qualities.

The photo portrait on the 2010 vintage is from the legendary "Red Sitting" series shot by photographer Milton Greene in 1957. Green was known as "Color Photography's Wonder Boy" who gained fame with his photo images of Frank Sinatra, Cary Grant, Grace Kelly, and others. But in Marilyn Monroe, Green found his ultimate muse. The "Red Sitting" photo session was the last collaboration between Greene and Marilyn Monroe, and the resulting images capture Marilyn at her most flirtatiously alluring.

"This vintage of Marilyn Merlot is just as seductive in style as the playful and provocative image on the

Tweet Like +1 in Share Dribbble



Marilyn Wines
Sauvignon Blonde 2011



Wine of the Week!
Dallas Morning News

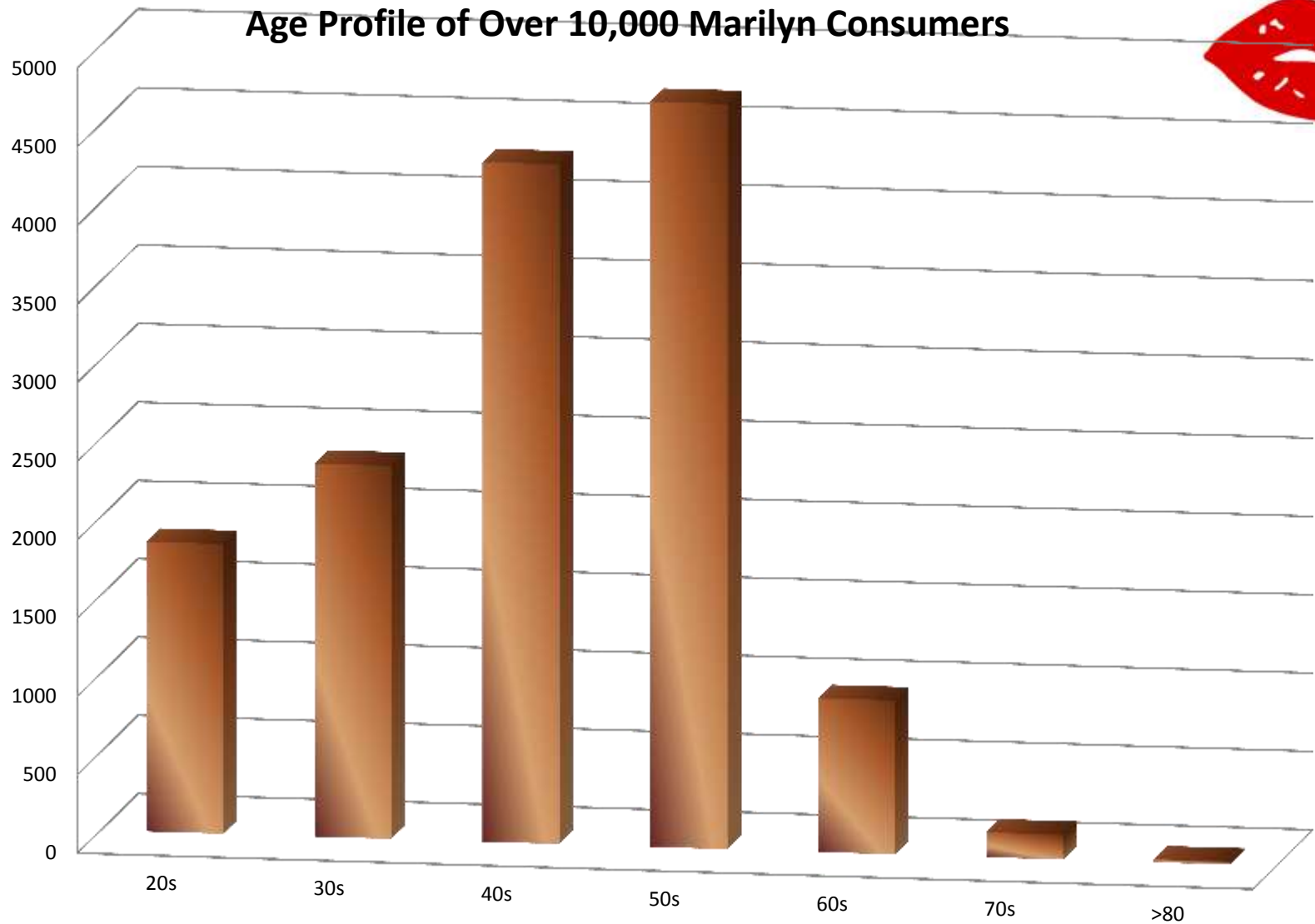
...This captivating Sauvignon Blanc comes from grapes grown in California's Lake County...

... It has seductive, succulent grapefruit, pear and melon fruit with an innuendo of sweet basil... Mouthwatering with explicit and frisky acidity. – Rebecca Murphy 9.4.12



Age Profile of Over 10,000 Marilyn Consumers

Number of Consumers



Average consumer of Marilyn Merlot customer is 43 year old female

Age of Consumer

Source data: 2012; 12,000 consumers "Marilyn Wines"

Norma Jeane -- Story of a Young Merlot



This photo of Norma Jeane (before she became professionally recognized as Marilyn Monroe) is a classic pin-up photo taken by Bruno Bernard at his first session with the pop culture icon in 1946.

Sauvignon Blonde – Blonde with a Passion



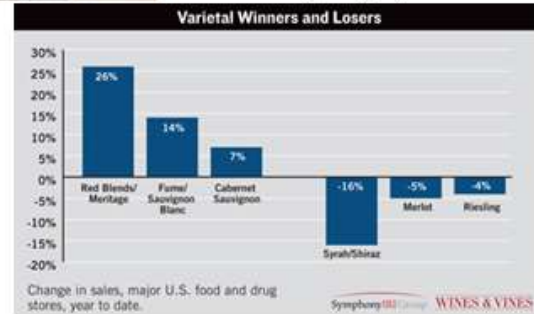
These photographs of Marilyn Monroe were taken by Milton H. Greene in his Lexington Avenue Studio in New York March 1955.

Meritage – Blending that Shows



Beautifully presentable

*Easily manageable!
Great for display!
State of the art
consumer marketing!*



The 2010 vintage Marilyn Meritage is the inaugural release of a wine whose goal is to showcase Napa Valley's cool climate ability to make wines of classic stature within Bordeaux tradition. Made from Cabernet, Merlot, Cab Franc, Petit Verdot and Melbec.

Marilyn's Super Star Ratings

How do *you* say

Marilyn Wines?

6 Million+ followers of Marilyn
Monroe on Facebook



'Indistputably Serious'

- Wine Spectator

'Top 10 Napa Valley Merlot'

- S.F. Chronicle

'Seductive'

- PRWeb

'Captivating'

- Dallas Morning News

'Elegant and balanced'

- San Jose Mercuery News

'Wine worthy of its legacy'

- The Tasting Room

'Playful and Provocative'

- PRweb

'Good Complexity'

- Arizona Daily Sun

'Bright & Exuberant'

- S.F. Chronicle

Marilyn Wines – Ratings



MARILYN MERLOT – 2010

Napa Valley

87
POINTS
Wine Enthusiast, July 2013

Beautiful body – both in and out of the bottle! High quality wine!
It's not just the label that sells!



MERITAGE – 2010

Napa Valley

90
POINTS
Wine Enthusiast, July 2013

The First Vintage of this historic red blend!



NORMA JEANE – 2011

California

BEST BUY!
Wine Enthusiast, July 2013

Great value for the quality!



SAUVIGNON BLONDE – 2011

Lake County

89
POINTS
Wine Enthusiast, July 2013

A blonde you surely know and will want to know better!

Gift a Bottle! Enjoy a Bottle! Collect a Bottle!

Marilyn Merlot™

28th

- Collect a Bottle!**
"must have for any collector—the 27th Vintage"
- Gift a Bottle!**
"For discerning wine buyers wanting to make an impression with lovely balance and elegance of a Napa Valley Merlot blend and a playful provocative Marilyn Monroe on the label"
- Enjoy a Bottle!**
"a great conversation piece at dinner, a wine that lives up to its promise of Napa glamour in a glass"



This blend of 100% Merlot from grapes grown in the Napa Valley has complex aromas of blueberries, anise, and toasty oak with moderate alcohol and soft fruit flavors creating a testimony to the legend of this iconic label.

SAUVIGNON BLONDE™

2013

- Collect a Bottle!**
- Gift a Bottle!**
- Enjoy a Bottle!**



Aromas are in combination of ripe stone fruits w/ a light herbaceous undercurrent. Flavors of apricot, peach, Granny Smith Apple and hints of dried herbs make this a great compliment to white meats, fish, & salads.
Enjoy!

Norma Jeane™

2013

- Collect a Bottle!**
"a must have for any Marilyn Monroe collector as it reflects her freshness and youthful charm"
- Gift a Bottle!**
"a wine for those who truly enjoy the exuberance of a young and delicious Merlot"
- Enjoy a Bottle!**
"softer tannins, lower alcohol, and fresh fruit—this is playful wine just like the label suggests"

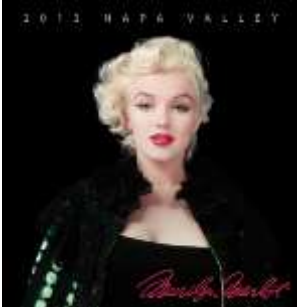


The wine is 100% Merlot from the Lodi AVA of California. The grapes were hand harvested and the wine made to our specifications.

Marilyn Merlot™

28th

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SAUVIGNON BLONDE™

2013

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- Enjoy a Bottle!**



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Enjoy!

Norma Jeane™

2013

- Collect a Bottle!**
"a must have for any Marilyn Monroe collector as it reflects her freshness and youthful charm"
- Gift a Bottle!**
"a wine for those who truly enjoy the exuberance of a young and delicious Merlot"
- Enjoy a Bottle!**
"softer tannins, lower alcohol, and fresh fruit—this is playful wine just like the label suggests"



The wine is 100% Merlot from the Lodi AVA of California. The grapes were hand harvested and the wine made to our specifications.

Shelf it or Drink it

Marilyn Merlot

Collect a bottle!
"must have for any collector - the 26th Vintage"

Gift a bottle!
"for discerning wine buyers wanting to make an impression with lovely balance and elegance of a Napa Valley Merlot blend and a playful provocative Marilyn Monroe on the label"

Enjoy a bottle!
"a great conversation piece at dinner, a wine that lives up to its promise of Napa glamour in a glass"



This blend of 94% Merlot and 6% Cabernet Sauvignon from grapes grown in the Napa Valley has complex aromas of blueberries, anise, and toasty oak with moderate alcohol and soft fruit flavors creating a testimony to the legend of this iconic label.

DID YOU KNOW...

MARILYN MERLOT's winemaker, **John McKay is one of Napa's most respected, pioneering winemakers.**

Since earning his degree in biological sciences, John has spent most of his career in wine. He began under the tutelage of Brad Webb, noted winemaker at Hanzell Vineyards. He has spent time with Charles Krug, Vichon, and Monticello. John has pioneered such innovative winemaking techniques as extended maceration during the fermentation of red wines.

21 YEARS OF QUALITY

DID YOU KNOW...

MARILYN MERLOT is produced exclusively from Napa Valley grapes. The Marilyn fruit comes from the best vineyards in the heart of the Rutherford - Yountville corridor, and all are under long-term contract to Marilyn Merlot.



21 YEARS OF QUALITY

DID YOU KNOW...

MARILYN MERLOT is the fastest appreciating wine in the wine business. Each vintage has grown in value, and today, a vertical collection of the first twelve vintages sells for \$8000!



MARILYN MERLOT is one of the most talked about wines ever. The press loves Marilyn today as much as ever, and the wine that bears her name shines brightly in the media.

21 YEARS OF QUALITY

Marilyn Wines

Sauvignon Blonde 2012

Collect a bottle! Gift a bottle! Enjoy a bottle!



Aromas are in combination of ripe stone fruits w/ a light herbaceous undercurrent. Flavors of apricot, peach, Granny Smith Apple and hints of dried herbs make this a great compliment to white meats, fish & salads. Enjoy!

Imported and Bottled by: www.marilynwines.com | LAUREN CA

Norma Jeane™

Collect a bottle!
"a must have for any Marilyn collector as it reflects her freshness and youthful charm"

Gift a bottle!
"a wine for those who truly enjoy the exuberance of a young and delicious Merlot"

Enjoy a bottle!
"softer tannins, lower alcohol, and fresh fruit—this is a playful wine just like the label suggests"



The wine is 100% Merlot from the Lodi AVA of California. The grapes were hand harvested and the wine made to our specifications.

Marilyn's Shelftalker – Something to talk about

WINE ENTHUSIAST MAGAZINE

Sauvignon Blonde – 2011
Late County

(89 points, *Wine Enthusiast*, July 2011)

Aromas of ripe pineapple and pears. Flavors are clean and fresh of herbs and grapefruit.

- John McKay, Winemaker

89 POINTS

Gift a Bottle!
Enjoy a Bottle!
Collect a Bottle!

A blend you early know & will want to go to know later!

Marilyn Dine

Sauvignon Blonde 2012

Collect a bottle! Gift a bottle! Enjoy a bottle!

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Norma Jean

Norma Jean

Collect a bottle! Gift a bottle! Enjoy a bottle!

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The wine is 100% Merlot from the East AVA of California. The grapes were hand harvested and the wine made in our winery.

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WINE ENTHUSIAST MAGAZINE

Meritage – 2010
Napa Valley

(90 points, *Wine Enthusiast*, July 2013)

The first vintage of this historical red blend. Composed of 58% Cabernet Sauvignon, 27% Merlot, 6% Cabernet Franc, 6% Malbec & 3% Petit Verdot. Rich and complex with notes of red current, coffee and chocolate.

- John McKay, Winemaker

90 POINTS

Gift a Bottle!
Enjoy a Bottle!
Collect a Bottle!

Marilyn Dine

Meritage

Collect a bottle! Gift a bottle! Enjoy a bottle!

The 2010 vintage Marilyn Meritage is the inaugural release of a wine whose goal is to showcase Napa Valley's cool climate ability to make wines of classic stature within the Bordeaux tradition. Mentioned in SF Chronicle, MSNBC & Fweb.com

Marilyn Dine

Meritage

Collect a bottle! Gift a bottle! Enjoy a bottle!

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Marilyn Dine

Meritage

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Marilyn Merlot

Merlot

Collect a bottle! Gift a bottle! Enjoy a bottle!

Collect a bottle! Gift a bottle! Enjoy a bottle!

Collect a bottle! Gift a bottle! Enjoy a bottle!

The wine is 100% Merlot from the East AVA of California. The grapes were hand harvested and the wine made in our winery.

Marilyn Merlot

Merlot

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Collect a bottle! Gift a bottle! Enjoy a bottle!

Collect a bottle! Gift a bottle! Enjoy a bottle!

The wine is 100% Merlot from the East AVA of California. The grapes were hand harvested and the wine made in our winery.

Marilyn Merlot

Merlot

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Marilyn Dine

Meritage

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Marilyn Merlot

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Marilyn Merlot

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WINE ENTHUSIAST MAGAZINE

Norma Jean – 2011
California

(BEST BUY, *Wine Enthusiast*, July 2011)

Soft tannins, low alcohol and fresh fruit flavors – a meritage wine to appreciate. Its name and color has a fantastic pop-in-the-eye. Don't miss this wine in its complete package.

- John McKay, Winemaker

BEST BUY!

Gift a Bottle!
Enjoy a Bottle!
Collect a Bottle!

Perfect for SMASH parties

WINE ENTHUSIAST MAGAZINE

Meritage – 2010
Napa Valley

(87 points, *Wine Enthusiast*, July 2013)

Long, cool growing season of 2010 in Napa Valley is exemplified in this Marilyn Meritage by its balance and elegance. Complex aromas of blueberries, anise and toasty oak. Moderate alcohol, soft fruit flavors.

- John McKay, Winemaker

87 POINTS

Gift a Bottle!
Enjoy a Bottle!
Collect a Bottle!

Perfect for SMASH parties

It's not just the label that tells you what's inside. Beautiful too – both in and out of the bottle! High quality value!

changes and initiatives including:

- Marilyn Wines are considered a major impulse purchase and need to be widely visible to our consumers; reasons our consumers buy Marilyn Wines are: to drink at parties, to collect, trade, and auction, gift giving for any Marilyn Monroe lover (of appropriate age), as a corporate gift to domestic and overseas clients. We receive daily calls from consumers looking for the wines.
 - The demographic for a Marilyn buyer is shopping heavily at Chain Wine, Grocery and Clubs, and thus our need to present and program the wines to this channel is becoming more urgent.
-

- Once per quarter - the entire Marilyn Portfolio to be promoted with the year's best pricing on all the wines during the release of a new vintage, 2012 Norma Jean, Sauvignon Blonde (March/April), , Marilyn Merlot (September) and Blonde de Noir or Meritage (December). The idea is to continually tie-in and merchandise the full portfolio together, once per quarter, to generate impulse and brand visibility.
- Release information and sell sheets designed to arrive at wholesaler brand manager no less than 1 ½ months prior to the directed release date to the market. This allows for better lead-time for management to present to sales force, and for teams to present for larger store plan-o-grams.
- We are phasing out selling our products on "Pre-Sell" terms, and eliminating the get-it-while-you-can attitude. I would like to move toward an "Initial Offering package" presentation for each new vintage. The effort is to turn the program into a quarterly focus for the Marilyn wines portfolio; assuring our retail customer can find the products throughout most of the year.
- Collateral and selling material for each label launch include; winemaker notes, a themed launch presenter, available shelf talkers, and a pricing sell sheet showing the best price of the quarter for a multiple cases (states where applicable), or deepest discount price posted on case one for each of the products in each of the launch months, i.e.; March/April, September and December. Pricing to be set up by individual market.



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