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FOR IMMEDIATE RELEASE

THE SAN DIEGO BAY WINE & FOOD FESTIVAL SELECTS ALANAS MARKETING & CREATIVE

*Southern California's Largest Wine & Food Festival Hires Local
Marketing Firm to Develop Consumer and Trade Campaign Materials*

San Diego, CA (August 17, 2006) – San Diego based marketing and graphic design firm Alanas Marketing & Creative has been brought on board to produce marketing and advertising collateral for the San Diego Bay Wine & Food Festival, produced by World of Wine Events.

“We are so proud to be part of this San Diego tradition and are always excited to promote local businesses and events,” said Alana Sorensen, president of Alanas Marketing & Creative. “Also, I can’t wait to try the food, sample some wines and maybe even take a cooking class.”

With over 700 wines available, 50 of San Diego’s top fine dining restaurants, nationally recognized celebrity chefs, and 30 gourmet food companies participating, the San Diego Bay Wine & Food Festival is Southern California’s largest and most recognized festivals for food and wine enthusiasts.

“Alanas Marketing & Creative is the perfect creative design agency for the Festival,” said Michelle Metter, the Festival’s co-producer and owner of World of Wine Events. “The team at Alanas understands the challenges of targeting a product to both a consumer and trade audience and works closely with us to make sure that our brand is properly reflected throughout each design element.”

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The festival runs November 9-12 and features wine tasting seminars, cooking classes by award-winning chefs and cookbook authors, and an elegant Reserve & New Release Tasting at one of San Diego's finest hotels. The festival culminates on Saturday, November 11 at the star-studded Grand Tasting Event and Fine Wine/Lifestyle Auction complete with Chef Showdown demonstration stages, celebrity cookbook signing tents, "Living Large" entertainment tent, and Olive Oil Tasting and Competition.

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About World of Wine Events

World of Wine Events, LLC is an event management and festival production company specializing in the creation of world-class wine and culinary trade and consumer events. World of Wine Events provides strategic guidance, logistics, operations, marketing, public relations, and industry insights for winery and spirits road shows, distributor trade tastings, as well as large format tasting and lifestyle festivals. World of Wine Events is the producer of the San Diego Bay Wine & Food Festival, Southern California's largest wine and culinary extravaganza. More information on World of Wine Events and the San Diego Bay Wine & Food Festival may be found by contacting Michelle Metter at 619-602-9789 or by visiting www.worldofwineevents.com.

About Alanas Marketing & Creative

Alanas Marketing & Creative was formed in 2004 as a marketing consulting firm. As business grew, the need for in-house graphic design lead to the merger with Alanas Creative Graphic Design in 2005.

Alanas Marketing & Creative is privately held.