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FOR IMMEDIATE RELEASE

**CALIFORNIA OLIVE OIL COUNCIL SIGNS ON TO SPONSOR
THE ANNUAL OLIVE OIL COMPETITION AND TASTING AT
THE SAN DIEGO BAY WINE & FOOD FESTIVAL**

*Southern California's Largest Wine & Food Festival Partners with Leading Olive Oil Experts to Judge
Annual Olive Oil Competition*

San Diego, CA (August 24, 2006) – Producers of the San Diego Bay Wine & Food Festival (November 8-12, 2006) announced today its partnership with the California Olive Oil Council and its sponsorship of the Festival's annual olive oil competition and tasting. The California Olive Oil Council (COOC) Tasting Panel will serve as judges for the Festival's competition.

"The COOC is proud to sponsor the San Diego Bay Wine & Food Festival's Olive Oil Competition and Tasting in November," said Patricia Darragh, Executive Director at the Council. "Our mission at the COOC is to increase knowledge among olive oil consumers on the fine art of olive oil production and olive cultivation. Partnering with this world-class festival allows us to further this objective."

Attendees at the San Diego Bay Wine & Food Festival will also have an opportunity to meet with COOC Tasting Panel members and learn the structure and process of olive oil tasting at the Tasting Tent located within the Grand Event on November 11. The Olive Oil Tasting Tent will feature olive oils submitted by producers whose oils are being judged in the competition as well as a wide variety of oils from around the world.

"Tasting olive oil can be as complex as tasting wine," said Michelle Metter, the Festival's co-producer. "We are learning every day about the ways in which our palate processes the taste sensations of olive oils as well as wines and wanted to bring the two together for enthusiasts to experience at this event. We are delighted to have the experts from the California Olive Oil Council with us at this year's Festival to help inform and educate attendees on the art of olive oil tasting."

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The COOC Tasting Panel, led by Dean Wilkinson, will judge the competition, featuring submissions from California olive oil producers, on November 10, 2006. Winners will be announced at the Festival's Grand Tasting Event on November 11.

Entries are currently being accepted and application forms may be found by visiting the Festival's website at www.worldofwineevents.com. For further details on purchasing tickets for this year's event or for the Olive Oil Competition call 619-342-7337.

Festival Sponsors include Union Bank of California, Viejas Casino, San Diego Magazine (Media Partner), Cox Communications, BMW, Fiji Water, Southwest Airlines, Expo Design Center, S. Pellegrino, Vine Times, California Olive Oil Council, Wine X Magazine, San Diego Marriott Hotel & Marina, Port of San Diego, Hornblower Crusies, Dining Out Magazine, Sadie Rose Baking Company, Macy's School of Cooking, Classic Party Rentals, Serving San Diego, Alanas Marketing & Creative, 760 KFMB, Imbibe Magazine, Fifty Seven Degrees, Radio ASB, North County Times Preview, Sign on San Diego, The Wild Thyme Catering Company, Lake Isle Press, Sadie Rose Baking Co., and igourmet.com, Basiltops, Chesapeake Fish Co., TK&A Catering, Peroni Beer, Saveur Magazine, Wine Club TV and the San Diego Wine & Culinary Center.

ABOUT THE CALIFORNIA OLIVE OIL COUNCIL

The COOC was founded in 1992. The COOC is a non-profit trade and marketing association whose purpose is to promote the growing of olives and the production of olive oil in California. The COOC supports certified olive oil standards and provides grower, producer and consumer education. For additional information, on the COOC and their seal certification program please visit www.cooc.com.

ABOUT SAN DIEGO BAY WINE & FOOD FESTIVAL

The San Diego Bay Wine & Food Festival is an international showcase of the world's premier wine and spirits producers, chefs and culinary personalities, and gourmet foods. Held November 8-12 in 2006, the event benefits the American Institute of Wine & Food culinary arts scholarship program. Over 700 wines, 50 of San Diego's top fine dining restaurants and 30 gourmet food companies and exhibitors will participate in the 2006 Festival. Now in its third year, the San Diego Bay Wine & Food Festival has quickly grown into a world-class wine and culinary extravaganza. The three-day festival features wine tasting seminars, cooking classes by award-winning chefs, and an elegant Reserve Tasting at one of San Diego's finest hotels. The festival culminates on Saturday at the star-studded Grand Tasting Event and Fine Wine/Lifestyle Auction complete with dueling chef demonstration stages, celebrity cookbook signing tents, "Living Large" entertainment tent, and more. For more information visit www.worldofwineevents.com.

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, 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.

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