

MICHAEL MARTELLA WINES

Dear Martella Wine Club Member,

I am pleased to let you know about our new discount structure for Club Members. This discount will apply to our new releases, some of the finest Martella Wines I have produced.

As we move toward Thanksgiving, I have been thinking about our relationship to things we value, produce and purchase. It is both an exciting as well as anxious time in our society. We can celebrate what brings us pleasure and makes our lives valuable. I hope you agree that delicious, well-made wines are a worthy and essential component of a civilized lifestyle. Wine brings us closer to each other. I strive to produce wines that provide a sense of place and community.

I've decided to increase the benefits for you, our Club Members, by increasing our Wine Club discount structure. These new discounts will stay in effect for 1 year. You our Club Members are the foundation of Martella Wines. We appreciate all of your support and loyalty. I am committed to fulfilling your trust with great wines that represent genuine value.

**The new Members discount structure is as follows.*

	<i>Until January 2010</i> <u>New Discount</u>	<u>Previous Discount</u>
<i>1 to 5 bottles (no change)</i>	<i>15%</i>	<i>15%</i>
<i>6 to 11 bottles</i>	<i>25%</i>	<i>15%</i>
<i>12 and more</i>	<i>25%</i>	<i>20%</i>

** In addition we will continue to ship your Fall and Spring wines at no cost to you.*

It is my preference to sell our wines direct, thereby offering you our best possible price. You can help by letting your friends know about our excellent wine values. In addition to calling or emailing me, our wines can be purchased online at **HYPERLINK** "<http://www.michaelmartella.com>" www.michaelmartella.com.

Please have a great and safe Thanksgiving. I am looking forward to seeing everyone on Saturday, December 6th for our Fall Wine Release Event.

Enjoy!