

PR Contact: Denise Mahaffey
Malama Marketing
7040 Avenida Encinas
Suite 104 PMB 298
Carlsbad CA 92011
(760) 908-6565
denisemahaffey@sbcglobal.net

FOR IMMEDIATE RELEASE:

3rd Annual “Grape Bowl” Proceeds Expand Area After-School Programs

CARLSBAD, CA -- December 29, 2006 – As a prelude to the Super Bowl™ XLI, Carlsbad Wine Merchants (CWM) and Sunset Coast Capital are co-hosting the 3rd annual “Grape Bowl” fund raiser on Saturday, January 27, 2007 from 3:00 – 6:00 p.m. The event will be held at 5814 Van Allen Way, Suite 155 Carlsbad, CA 92008. Proceeds from wine connoisseurs’ efforts to sample 20 wines from the Top 100 list will assist the Boys & Girls Clubs of Carlsbad’s after-school programs.

Admission is \$50 per person (must be 21 years or older). This exclusive event is limited to 100 attendees. Tickets include: wine tasting, hors d’oeuvres to compliment the sampled wines, group participation in a Super Bowl™ and wine trivia competition, an opportunity drawing ticket and participation in a silent auction. To purchase tickets in advance, visit Carlsbad Wine Merchants website at www.carlsbadwinemerchants.com , email the Boys & Girls Clubs of Carlsbad at info@bgccarlsbad.com, or call (760) 729-0207. Based on availability, tickets will available for purchase onsite the day of the event.

To contribute goods, services or volunteer in support of the event, contact Peter Parizeau of Sunset Coast Capital at (760) 929-3861 or email peter@sunsetcoastcapital.com For additional information on the event, visit www.grapebowl.com

About the Boys & Girls Club of Carlsbad - Boys & Girls Clubs of Carlsbad utilizes a unique formula that has proven effective in positively impacting the lives of disadvantaged and at-risk children, by building self-esteem and developing values and skills during critical periods of childhood growth. Providing diverse activities that meet the interests of all youth, Boys & Girls Club of Carlsbad’s core

programs engage young people in activities with adults, peers and family members that enable them to develop self-esteem and to reach their full potential.

Based on physical, emotional, cultural and social needs and interest of girls and boys, and recognizing developmental principles, Boys & Girls Clubs of Carlsbad offer daily access and programs in a dedicated youth facility. The core staff of trained youth-development professionals provides guidance and supervision, and serve as role models and mentors to all members. The Boys & Girls Clubs of Carlsbad is open to all young people, girls and boys alike. Dues are extremely low; any child who cannot pay can earn membership through work at the Clubs. Through this "open door policy," The Clubs are able to effectively serve youth from all socio-economic backgrounds and neighborhoods, where other youth agencies and services often are scarce or unaffordable. For more information email info@bgccarlsbad.org or call (760) 729-0207.

About Carlsbad Wine Merchants - Carlsbad Wine Merchants (CWM) store offers an extraordinary selection of fine wine at value prices. The store exhibits a warm and relaxed atmosphere and has knowledgeable wine professionals on hand to assist customers.

"CWM's team of wine enthusiasts are constantly searching the best cellars in the world for new additions," said General Manager Kathy Bankerd. "We buy based on what is in the bottle, not the label." The store also provides clients with options for furthering wine education. They offer wine classes and seminars, plus a chance to taste wines from around the world with fellow wine enthusiasts.

The store's Old Vine Wine Club offers three different wine-of-the-month options, providing members access to excellent wines at value prices. These wines are hand-selected by the store's tasting team especially for club members.

Carlsbad Wine Merchants is located at 5814 Van Allen Way, Ste. 155, in the Island's shopping center, College Boulevard and Faraday Avenue. Call (760) 804-9994 for more information, visit www.carlsbadwinemerchants.com

About Sunset Coast Capital - Founded in 2004, Sunset Coast Capital, Inc. is a fully integrated financial services organization that specializes in lending and real estate. Not your typical broker, Sunset Coast Capital is a boutique-style firm which focuses on the individual customer and their specific needs. Established relationships empower Sunset Coast Capital to offer virtually any mortgage product

available on the market and serve anyone regardless of their credit or income status. Sunset Coast Capital's goal is to educate our clients and show them the many solutions that allow them to build wealth through real estate.

The Sunset Coast Capital team is fiercely committed to the principles of the organization that are founded on integrity and service. Sunset Coast Capital and its staff are committed to investing time, talent, and treasure in not-for-profit organizations that advance the social good in the San Diego region and beyond. For more information, email info@sunsetcoastcapital.com or call (760) 929-3800.

#