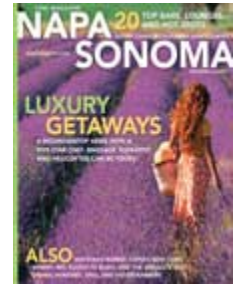




**FOR IMMEDIATE RELEASE**

**Contact:** Holly Krassner, Marketing Director  
(925) 943-1199, ext. 209  
hkrassner@maildiablo.com

**DIABLO PUBLICATIONS AND MODERN LUXURY, LLC  
ANNOUNCE MAGAZINE JOINT VENTURE**



**December 14, 2005** - Diablo Publications and Modern Luxury, LLC, announced today that they have entered into a joint venture to re-launch *Vine Wine Country* magazine as *Napa/Sonoma* magazine. The first issue from the new partnership will premiere in April 2006 and publish its fall edition in October.

Recently expanded to an oversized 10" x 12" luxe format, *Napa/Sonoma* magazine is a four-color, glossy, regional magazine that celebrates the people, places, and pleasures of Wine Country. Focusing on the wine, food, and culture of the area, *Napa/Sonoma* (as *Vine* magazine) received three Maggie Awards for Best Visitors' Guide from the Western Publications Association in 2003, 2004, and 2005.

For travelers eager to explore Napa and Sonoma counties like a local, and locals looking for new ways to experience the place they call home, *Napa/Sonoma* magazine shares the Wine Country lifestyle through engaging stories, informative resource listings, and awe-inspiring photography. *Napa/Sonoma* features the best wines, cuisine, shopping, antiques, local arts and cultural festivals, spas, hotels, resorts, home design and real estate. Plus, every issue will contain a feature called "24 Perfect Hours in San Francisco," providing visitors to Wine Country with information on the best shopping and dining to help them plan a perfect trip into the City by the Bay.

*Napa/Sonoma's* multi-tier circulation model includes controlled circulation to affluent households in the North Bay and complimentary copies placed in strategic locations such as hotels, wineries, boutiques, and visitors' centers. It also features bonus distribution through WineCountry.com. WineCountry.com is Wine Country's premier online destination receiving three million unique visitors per year and more than 300,000 sessions per month. Sent to Wine Country visitors per their request, *Napa/Sonoma's* distribution also includes direct mail and newsstand sales both locally and nationally.

Diablo Publications has published award-winning lifestyle publications for more than 25 years. In addition to *Napa/Sonoma*, Diablo Publications also publishes *Diablo* magazine, *Diablo Arts* magazine, *Design for Living*, *Concierge* visitors guides, and *Destination Oakland*, all in the San Francisco East Bay Area.

Modern Luxury, LLC., publishes luxury lifestyle magazines in San Francisco (*San Francisco*), Los Angeles (*Angeleno*), San Diego (*Riviera San Diego*), Orange County (*Riviera Orange County*), Dallas (*Dallas*), Houston (*Houston*), Chicago (*CS*), Washington D.C. (*DC*), Atlanta (launching in 2006), and now *Napa/Sonoma*. Modern Luxury maintains offices in New York, Los Angeles, Chicago, San Francisco, Dallas, Houston, Washington, D.C., Orange County, San Diego, and Atlanta (2006).

*Napa/Sonoma* magazine is a joint venture published by Diablo Publications and Modern Luxury Media. In September of this year, Modern Luxury acquired *San Francisco* magazine, which had been partially owned by Steve Rivera, president of Diablo Publications. As part of this new partnership, Rivera agreed to also collaborate on *Vine* magazine, renaming it *Napa/Sonoma* and publishing it as a joint venture with Modern Luxury Media.

###