

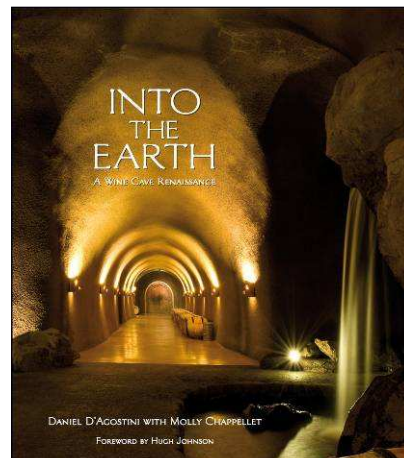
For Immediate Release
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**digital cover image and interior pages
available upon request**

Dallas book publisher raises \$170,000 for charity through a generous lot based on the new book *Into the Earth: A Wine Cave Renaissance* at Auction Napa Valley

Dallas—Panache Partners, a leading publisher of luxury lifestyle books, announces the success of its contribution to Auction Napa Valley this past weekend, June 3-6, 2010. Inspired by the new book ***Into the Earth: A Wine Cave Renaissance***, Panache's Kathryn Newell rallied Napa wineries who are featured in the book to develop a fabulous vacation package for 4. Live auction lot #33 highlights include: 24 signed magnums, 4 nights' accommodations, 6 cave dinners with vintners, 9 cave tours and tastings, 4 days of limousine service, and 4 signed books. This VIP package fetched an impressive **\$170,000** to benefit healthcare, housing, and youth services nonprofits. In collaboration with Panache, Araujo Estate Wines, BOND, Chappellet Winery and Vineyard, Far Niente, O'Shaughnessy Estate Winery, Palmaz Vineyards, Porter Family Vineyards, Quintessa, Schramsberg Vineyards, Spring Mountain Vineyard, Stag's Leap Wine Cellars, and others contributed to high-value lot #33.



Into the Earth: A Wine Cave Renaissance (Panache Partners, November 2009), with a foreword by Hugh Johnson, is an intriguing pictorial and written tale that brilliantly illustrates the history, charm, and eco-conscious qualities of California wine caves. Written and photographed by Daniel D'Agostini with Molly Chappellet, the book is one man's exhilarating journey into subterranean California, the birthplace of wine caves in the Americas. The 240-page hardcover book introduces readers to the cave men and women—from winery owners to cave constructors—who have spent the last several decades expanding the design and concepts of these underground works of art. Appealing to wine connoisseurs, design aficionados, travel enthusiasts, history buffs, sustainability advocates, photographers and anyone interested in cultural enrichment, the phenomenal caves presented within will engage and inspire readers the world over.



Kathryn Newell is a Wall Street stockbroker-turned-publisher as well as a world traveler and lifetime philanthropist. Kathryn's earliest philanthropic venture with Panache raised thousands of dollars for a local charity, and her heart of gold has become an integral part of Panache's corporate culture, as book launch party proceeds regularly benefit charitable organizations.

Into the Earth: A Wine Cave Renaissance is available at bookstores everywhere and distributed by Independent Publishers Group. **Panache Partners** specializes in coffee-table books showcasing luxury lifestyle subjects, including wine, interior design, architecture, sustainability, golf, art, event planning, and travel. For more information, please visit Panache.com or contact Rosalie Wilson at 469.246.6060 or rwilson@panache.com.