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**MICHAEL CHIARELLO'S NAPASTYLE STORES SWEEP DOWN CALIFORNIA
COAST TO ORANGE COUNTY**

Newest Store to Open in South Coast Plaza June 2008

COSTA MESA, CA May 2008– This June, Emmy Award-winning Chef Michael Chiarello will open the doors to his latest NapaStyle retail store in Orange County's South Coast Plaza (3333 Bear St., Costa Mesa, CA 92626, p. 714-825-0445). Inspirational and distinguished, this new store will continue the NapaStyle tradition of providing a unique collection of specialty foods and exclusive home furnishings that create a sensory escape to the famed Napa Valley. The store's grand opening will take place on Friday, June 13th and Michael Chiarello will be on hand for a book signing and meet-and-greet, complete with NapaStyle hors d'oeuvres.

"We are very excited to bring our Napa Valley way of life to Orange County," said Michael Chiarello, Emmy-winning tastemaker and founder of NapaStyle. "South Coast Plaza is known for having some of the most influential and established stores in the market and we are thrilled to join their exclusive retail mix."

Napa Valley Roots. Southern California Lifestyle.

“The Southern California way of life is truly what inspired me to open up this store in South Coast Plaza,” said Chiarello. “Orange County’s Mediterranean climate and sensibility, plus the residents’ love of good food and wine. These are just some of the reasons I am so excited to have NapaStyle join this vibrant community.”

NapaStyle takes pride in offering products that facilitate eating and living in harmony with the seasons. For example, the Italian-made **Beehive Oven** is essential to any al fresco dining experience allowing you to bring all the moistness and smoky flavor of a wood-burning oven to your outdoor cooking. The **Pieno Sole Dinnerware** makes the seamless transition from indoor to outdoor living typical of a Southern California lifestyle.

Sustainability Through Quality

The 3,527 square-foot store, which opens its doors early June 2008, will give customers the opportunity to cultivate a quality of life that is lasting, meaningful, sustainable and reflects a distinctive combination of modern simplicity and rustic traditions. Whether it means choosing high quality products that become heirlooms for generations to come, or supporting artisans around the globe in their time-honored crafts, NapaStyle aims to promote sustainability through quality by offering one-of-a-kind products such as:

- The **Vintage Home Collection**, launched in Fall 2007, is a line of antique European storage pieces and French farmhouse tables that Michael discovered during his travels abroad.

- The **American Barnwood Kitchen Island**, the ultimate kitchen workspace built from reclaimed wood from a 19th-century Sonoma, CA barn.
- **Vintage Silverware by the Pound** lets customers introduce the elegance of 1920's silverware to their modern-day table settings.

"I created NapaStyle to inspire customers to gather around the table with their family and friends to create meaningful traditions in their own lives. We invite our new Orange County customers to blend our Napa Valley way of life with their Southern California roots to discover their own paths to easy and delicious entertaining," concluded Chiarello,

Additional NapaStyle retail locations:

* Opening June 7 2008 * 3333 Bristol Street, Costa Mesa, CA

* Opening Late June 2008 * 6525 Washington St, Yountville, CA

327 Corte Madera Town CT, Corte Madera, CA

32 North Santa Cruz Avenue, Los Gatos, CA

140 South Lake Avenue, Pasadena, CA

1760 Fourth St., Berkeley, CA

About NapaStyle

Founded by Napa Valley chef, vintner, tv host and author, Michael Chiarello, NapaStyle showcases an eclectic mix of handcrafted and exclusive home goods and artisanal specialty foods that celebrate all things cooking, entertaining, wine, garden and home. Michael expresses his passion for seasonal and sustainable living through his television shows and cookbooks, and his uniquely designed NapaStyle products, such as his artisan-made salami, salts & spreads, reclaimed barnwood furniture, vintage flatware & antiques, and specialty barware & tabletop. All can be found in the NapaStyle retail stores, online (www.napastyle.com), and

in its catalog (1-866-776-6272).

About Michael Chiarello

Michael Chiarello is the tastemaker behind NapaStyle (www.napastyle.com), Chiarello Family Vineyards (www.chiarellofamilyvineyards.com), Consorzio Flavored Oils, and numerous restaurants, including his latest in Yountville California, (opening Fall 2008), as well as an Emmy-winning Food Network personality and cookbook author. Over his 20-year career, Michael has twice been named Chef of the Year, once by Food & Wine Magazine and once by the Culinary Institute of America. He draws on his Southern Italian roots, Napa Valley way of life, and views on living sustainably to inspire friends and family to gather around the table and create meaningful traditions in their own lives.

**FOR MORE INFORMATION ABOUT CHIARELLO FAMILY VINEYARDS OR MICHAEL CHIARELLO,
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