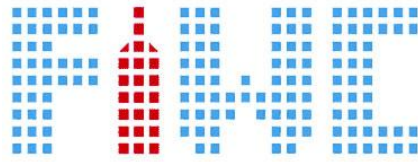




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SIXTH ANNUAL FLORIDA INTERNATIONAL WINE CHALLENGE RETURNS to BENEFIT OF LOCAL CANCER CHARITIES – JUNE 24 – 25, 2010

Sample Hundreds of Competing Wines at The Palms Hotel & Spa and Take Two Bottles for Free To Enjoy With Dinner

MIAMI, FL (May 11, 2010) – Vinamericas, Inc., *The Wine Marketing Company*TM is proud to present the **6th Annual Florida International Wine Challenge** ("FIWC"), Florida's leading wine competition. Slated for Thursday, June 24 and Friday, June 25, 2010 at The Palms Hotel & Spa (3025 Collins Avenue, Miami Beach), professional judging will take place from 10:00 a.m. to 4:00 p.m. with tastings open to the public from 5:00 to 8:00 p.m. each day.

Offering more than 400 wines from 15 countries, the Challenge will repeat last year's successful "two bottles free with dinner" promotion for ticket holders making reservations at The Palms' natural gourmet restaurant Essensia, praised for its "farm to table" cuisine and its highly sustainable, organic and biodynamic wine list. Corkage fees will be waived at the restaurant after 6:00 p.m. as an exclusive promotion for wines chosen from the tasting – a valuable incentive to accompany à la carte or prix-fixe menu options.

Admission per person is \$60 per day or \$100 for two days (not including the prix-fixe dinner), featuring an unlimited wine sampling in benefit of **Florida Breast Cancer Foundation** and the **Melanie Finley Ovarian Cancer Foundation**. To purchase tickets or for more information, please call 1-866-998-8466 (VINO) or visit www.fiw.net.

"We are thrilled that the 2010 Florida International Wine Challenge will bring together the widest range of respected and influential wine industry professionals from across the country and abroad," said Michael A. Schaefer, executive director of FIWC. "It takes a lot of talent, experience and dedication to taste hundreds of wines from around the world in this type of environment, and our team is both qualified for and excited about this Challenge."

In 2009, wineries from more than 16 countries including Portugal, Argentina, Chile, Austria, Germany, United States, Brazil, South Africa, Uruguay, Lebanon, Australia, New Zealand and Armenia submitted their wines to win one of the coveted medals awarded by the FIWC tasting board.

FIWC Professional Wine Competition

All wines will be tasted in a preliminary "Pass/Fail" round on the first day. On day two, passing wines will be graded for gold, silver or bronze medals. All the wines earning a gold medal will be re-tasted in a third and final round for the "Best-in-Show" award. Gold and silver medal winners will be featured in the "Collector's Club" of the 2010 Miami International Wine Fair, October 16 and 17, 2010.

FIWC Public Wine Tasting

After the professional competition is conducted, the wines sampled by the judges will be offered to consumers, trade and media for the chance to make their own judgment. A portion of proceeds from ticket sales benefit the Florida Breast Cancer Foundation and the Melanie Finley Ovarian Cancer Foundation. Guests dining at Restaurant Essensia will be encouraged to choose any two bottles from the wine competition floor to complement their meals; a percentage of sales from prix fixe menus orders will also benefit these local charities.

More about Florida Breast Cancer Foundation

Florida Breast Cancer Foundation (FBCF) is a 501 (c) (3) grassroots organization with the mission to end breast cancer through advocacy, education, and research. FBCF works statewide to raise awareness and mobilize Floridians to ensure sufficient public funding for breast cancer research, quality health care for all without fear of discrimination, and an environment free of carcinogens. FBCF is the only organization in the State of Florida with the End Breast Cancer license plate. All monies raised stay in the State of Florida to support advocacy, education, and research programs for Florida residents and institutions. For more information visit www.FloridaBreastCancer.org.

More about the Melanie Finley Ovarian Cancer Foundation

The Melanie Finley Ovarian Cancer Foundation is a grassroots charitable organization that raises money for Ovarian Cancer education and provides direct financial assistance to young women who have been diagnosed with this disease. Ovarian Cancer is the fifth leading cause of cancer-related deaths among U.S. women. Each year more than 22,000 women are diagnosed with Ovarian Cancer and over 15,000 women will die. By helping young women become aware of ovarian cancer symptoms, Finley hopes to make a difference. For more information, call 954.336.6733 or visit www.mfocf.com.

More about The Palms Hotel & Spa and Essensia Restaurant

Just minutes from the heart of South Beach, The Palms Hotel & Spa combines genuine service, laid-back sophistication and oceanfront serenity into a destination where complete wellness and environmental awareness are at the center of each experience. The Palms' restaurant Essensia awakens the senses with natural gourmet cuisine and indulgent cocktails in a sensuous and relaxing ambiance. The menu offers patrons a tasteful and wholesome variety of fresh and light worldly fare with a genuine focus on utilizing local, organic, and seasonal ingredients, and a wide selection of low calorie Spa selections.

Privately owned and managed by The Krause family, who also own the boutique-style Circa 39 in Miami Beach, The Palms sits on its own stretch of beach just 12 miles from Miami International Airport. The Palms Hotel & Spa is a member of Preferred Hotels & Resorts as well as Epoque Hotels. For reservations or further information, please call 800.550.0505 or visit www.thepalmshotel.com.

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