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**Freedom Run Winery Announces Private Barrel Club**  
*Personalized Wine Program for True Connoisseurs*

**LOCKPORT, N.Y. – Oct. 1, 2007** – Wine lovers know that selecting and savoring their favorite wines is an extremely personal experience. Freedom Run Winery’s new limited offering Private Barrel Club now makes that experience even more personal as well as hands-on.

“This program, custom designed for true connoisseurs, offers the chance for members to blend their own signature artisan wine in a French oak barrel, and be intimately involved in the winemaking process under the guidance of our outstanding winemaker Robert A. Green,” said Freedom Run co-owner and chief operating officer Larry Manning. He said members can participate from the first steps of winemaking – picking, sorting, crushing and pressing their grapes – choosing their own barrels, wine bottle, capsule, cork type and private label all the way through the aging process.

“The Private Barrel Club is truly a unique chance for members to express themselves through their wine, while providing an extraordinary opportunity to develop a deeper taste and appreciation of all that goes into designing fine wine,” said Larry. He said members will have their names, or company name, on their barrel, the chance to chronicle their experience on the winery’s web site, and be invited to special events designed specifically for them.

From the 2007 Vintage, Syrah, Chardonnay, Cabernet Sauvignon, Cabernet Franc, Merlot, and Pinot Noir are offered, while Chardonnay, Manning Manor Reserve and Cabernet Franc, Cabernet Sauvignon and Merlot are available from the 2006 harvest. Freedom Run Winery, a 90-acre winery and farm with 11 varieties of wines and more than 1,000 apple trees, is located between the historic Niagara Escarpment and Lake Ontario. Named in honor of the Underground Railroad, the winery which is one of the newest on the Niagara Wine Trail, officially opened February 10<sup>th</sup> of this year. It also includes two buildings built in 1826, a two-story stone house destined to become a champagne house, and a barn which will hold old-time dances once renovations are complete.

For more information about the Private Barrel Club, call the winery at 716-433-4136 or 800-775-4260 or visit the web site at [www.freedomrunwinery.com](http://www.freedomrunwinery.com).