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Art Meets Wine: The Diversity Signature Series Collection
A New Marketing Strategy to Promote Cultural Awareness

The Diversity Signature Series beverages including art on wine, champagne and non-alcoholic sparkling cider can be purchased at: www.diversitysignatureseries.com

New York, New York, November 3, 2004 - Wine Design, a California-based wine and champagne wholesaler, Picture That, LLC, a Connecticut-based supplier of cultural fine art solutions and Morgan Walker International, a New York-based corporate branding consulting firm announced a strategic marketing alliance to design, produce and distribute a unique collection of art on wine, champagne and non-alcoholic sparkling cider.

These three firms, from California to Connecticut, will unveil the Diversity Signature Series, a collection of customizable labels featuring works by renowned artists representing cultures that include African-American, American-Indian, Asian-American, Latino/Hispanic and Women. In addition to the customized label, each bottle will be delicately etched and hand-painted in gold. While the Premier Edition presents 5 artists represented by Picture That, LLC, the full collection will be unveiled in 2005 and include art reflective of Afro-Caribbean, Older American, Gay and Lesbian, Persons with Disabilities and select International cultures.

These collectible works of art are a creative way to celebrate, educate and visibly show support for cultural diversity. The customization option presents an opportunity for companies to create their own Commemorative label, and extend their brand and marketing efforts to capture the estimated \$1.3 trillion combined purchasing power of the minority marketplace.

Linda Bailey-Walker, President and CEO of Morgan Walker International stated that "for the travel and hospitality industries, this may just be the icing on the cake in terms of destination incentives, premiums, and amenities that can attract a more ethnically diverse clientele. For example, she noted a report from the Travel Industry Association of America that identified significant increases in travel over the past three years for Latino, Asian and African Americans to the tune of 18 percent of all person-trips taken in the U.S. and 19 percent of domestic travel expenditure. This totaled about \$90 billion in 2002.

"The Diversity Signature Series is a perfect compliment to several of our existing programs including "Dining with Culture"; "High Tea and Hot Topics"; and "Rotating Awareness Exhibits." stated Valerie Cooper, President & CEO of Picture That, LLC. On a rotating basis, Picture That installs theme-based exhibits aligned to the 7 major U.S.-based Diversity Heritage Months as well as international cultural events around the world. Cooper added: "what a perfect way for, say an American-Indian owned casino to celebrate their culture and increase their bottom line! And while these types of programs can also be implemented by hotels, restaurants, conference planners, and corporations, among others, individuals can collect the Diversity Signature Series for their private cellars and holiday gift-giving."

Michael McCarron, President and CEO of Wine Design stated that "The Diversity Signature Series is not only a collectible luxury item, but it's a unique promotional product that has staying power." From his extensive experience in the wine industry and as a major supplier to the promotional products profession, McCarron stated that "These types of bottles are a keepsake. People typically hold on to them and rarely open them, so your corporate logo and special message is always visible. Most importantly, people always remember how they got the bottle."

About Morgan Walker International

The Firm provides a unique blend of consulting services and complimentary promotional beverages. Morgan Walker has provided its products and services to companies in Africa, Asia, Europe and the U. S. **Contact:** <http://www.morganwalkeronline.com> Tel: 212.608.0032

About Picture That, LLC

The Firm supplies cultural fine art solutions, curates rotating awareness exhibitions, develops multi-cultural media and provides diversity consulting services to organizations worldwide. **Contact:** <http://www.picture-that.com/> Tel. 203.977.8203

About WineDesign.net

Wine Design has been creating custom etched and labeled wines bottles for discerning customers for more than a dozen years, with clients ranging from Fortune 500 companies to entertainment figures to tech clients. **Contact:** <http://www.winedesign.net/> Tel. 800.201.9463

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