



Winery Music Awards
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News Release

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For Immediate Release

Winery Music Awards Selects Host for 2007 Competition **Andrew Firestone Has Name and Face Recognition Among Core Audience**

Paso Robles, CA – March 30, 2007 - The 2007 Winery Music Awards has chosen Andrew Firestone to host the summer-long original music competition held at wineries throughout the bucolic Paso Robles, CA wine country region. The son of pioneering vintner Brooks Firestone, Andrew Firestone helps lead one of California's most successful winery and brewery enterprises. In January of 2007, Andrew opened Firestone Vineyard in Paso Robles, making him the newest member of the Paso Robles wine making community.

"Andrew has the right combination of talent and experience for hosting the 2007 Winery Music Awards," says Kathy Kelly, Winery Music Awards producer. "His hands-on work in his family's Central Coast vineyard and winery and a unique experience as a contestant in TV's "The Bachelor" competition make him the perfect choice to host our show. Andrew can relate to being in the spotlight on a national stage, which will be appreciated by both our artists and audience."

Today, Andrew represents Firestone Family Estates in a spectrum of sales and marketing-related activities, a role that enables him to work closely with his older brother Adam in managing the family enterprise. "I am excited about being an integral part of the 2007 Winery Music Awards competition," Andrew says. "I am passionate about both music and wine and, being a member of the Paso Robles wine community, it is a great way to introduce a whole new audience to the wine country lifestyle! Food, wine, music, a chance for an undiscovered band to gain national recognition, all set in one of the most beautiful places in the world..... what could be better?"

The Winery Music Awards Semi-Final concerts are held on one Saturday each month from June to September, with the Final competition on Saturday, October 6. Founded and produced by Kathy Kelly Productions, Inc., it was created out of the growing popularity of quality musical performances at many wineries throughout California. Unsigned original music artists are judged in the categories of originality, musicianship and, most importantly, marketability to the wine-consuming market. Artists and audience sign-up is available on www.winerymusicawards.com

Note to Editor:

If your publication plans to attend the Winery Music Awards, media passes are available. Contact Kathy Kelly to make arrangements

Producer Kathy Kelly has over 25 years of experience in television ad production, starting with a fledgling CNN in 1980 and eventually owning and operating her own Los Angeles-based production company, Kathy Kelly Productions, Inc., established in 1994. With expertise in direct response marketing and television advertising campaigns, both short and long form, Kathy has also produced TV specials, made-for-TV movies, corporate event stage shows and multi-camera, high-definition TV programs. Kathy now operates her production and marketing company from her wine country home in Templeton, CA.