



For Immediate Release

Press Contacts: MMA Advertising

480.945.2229

Craig Outhier craig@agencymma.com

Ted Anderson ted@agencymma.com

**TRAILBLAZING WINEMAKING DUO WINS STUNNING
VERDICT AT THE "JUDGMENT OF ARIZONA"**

Profiled in the acclaimed film "Blood Into Wine," Maynard James Keenan and Eric Glomski of Arizona Stronghold Vineyards go head-to-head with wines from California, France and other top regions.

Cottonwood, AZ (June 7, 2010) - Determined to show the world that Arizona vino is serious business, Arizona Stronghold Vineyards (ASV) co-owners Maynard James Keenan and Eric Glomski have scored another coup: Winning high marks against leading out-of-state wines in official competition.

"We are very, very pleased," Glomski said after the results of "The Judgment of Arizona" were made public. "It's not just great for our company - it's great for Arizona winemaking as a whole."

Conceived and organized by Scottsdale-based restaurateur Pavle Milic (FnB), the Thursday, June 3 event pitted 10 Arizona-made wines against 10 comparably-priced wines from five leading wine regions: California, France, Australia, Italy and Spain. The wines were judged by an all-star panel of wine experts, including Gary Vaynerchuk of WineLibraryTV, master sommelier Laura Williamson and New York chef Annie Rosenzweig.

The results were stunning: Arizona wines swept first-place in both the red and white categories, and took six of the top 10 spots.

ASV claimed fourth place in the red category for its NACHISE Rhone-style blend, besting Mollydooker Shiraz (Australia), Chateau Lynch Bages (France) and Ruffino "Aziano" (Italy), among others.

Glomski and Keenan also collaborated on the first place red wine: Caduceus "Nagual del Judith." Keenan (also known as the lead singer of the rock band Tool) owns the Caduceus label. Glomski (also known as the master vintner behind Page Springs Cellars) bottles Caduceus and oversees its production.

Glomski believes the blindly-judged competition is a harbinger of good things to come for the Arizona wine industry.

"Winning the top spots doesn't necessarily prove that Arizona makes the best wine," he concedes. "But what it does prove is that Arizona winemakers can produce high quality, distinctive wines that can satisfy even the most refined palates."

Interviews with Glomski and Keenan are available by request.

For more information on "The Judgment of Arizona," visit http://www.fnbrestaurant.com/email/may_judgment.html.

Arizona Stronghold Vineyards was founded by Keenan and his winemaking mentor, Glomski, in 2007 - fulfilling a shared dream of creating an artisanal, world-class Arizona winery. ASV is one of a small but growing list of Arizona wineries that make wines using 100% state-grown grapes.

Respect and renown came quickly. Last year, *Wine Spectator* gave Arizona Stronghold's NACHISE (a firm, balanced Rhone blend) an excellent "89" score - the highest ever awarded an Arizona wine. The NACHISE also took the top overall award at the 2009 Arizona Grower's Cup.

Keenan and Glomski's efforts to launch the Arizona wine industry into worldwide renown were profiled in the acclaimed documentary film *Blood Into Wine*, from Phoenix-area filmmakers Ryan Page and Chris Pomeranke. Featuring such underground comedic talents as Bob Odenkirk and the "Adult Swim" comedy team of Tim & Eric, the film (bloodintowine.com) has currently screened in over 50 U.S. cities.

According to filmcritic.com, the film is "like a rock 'n roll version of *Sideways*. . . creating a hypnotic, enthralling, and

fun documentary out of celebrity winemaker Maynard James Keenan, and his attempts to bring respect to the Northern Arizona wine country."

About Arizona Stronghold Vineyards

Arizona Stronghold Vineyards is a privately held partnership between musician-vintner Maynard James Keenan (Tool, Puscifer) and master vintner Eric Glomski. Keenan also has a controlling interest in Merkin Vineyards and its associated winery, Caduceus Cellars. Glomski has a controlling interest in Page Springs Cellars.