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OXBOW PUBLIC MARKET ADDS NEW TENANTS

Three Twins Organic Ice Cream and The Olive Press Join the Market Mix

November, 2006, Napa, CA – The Oxbow Public Market, scheduled to open in the fall of 2007 in downtown Napa's Oxbow District, has announced the addition of two new tenants to the growing list of artisan food and beverage purveyors, and sustainable local farms. Three Twins Organic Ice Cream and The Olive Press have signed leases to become part of the public market, located in the burgeoning Oxbow District in the city of Napa.

"We are extremely pleased to include these two tenants," stated Steve Carlin, founder and CEO of the Oxbow Public Market. "We continue to add tenants that represent the Oxbow Public Market's sustainable philosophy so well," Carlin added.

Three Twins Organic Ice Cream is best described as "inconceivably delicious ice cream produced in a sustainable manner," says owner Neal Gottlieb. "Our tenancy at the Oxbow Public Market represents a huge opportunity for Three Twins to be part of a showcase of great cuisine. I expect it to elevate our brand and introduce us to many new and different consumers - the locals, weekenders, tourists, and food and wine pilgrims who look at Napa as the pulse of American cuisine"

Three Twins Organic Ice Cream produces certified organic ice creams, one of only two known such producers in the U.S. As a part of their commitment to sustainability, Three Twins:

- uses compostable dishes made from sugar cane fiber, spoons made from potatoes, and cups from corn plastic, in addition to other methods that minimize the waste passed on to customers;
- purchases "green tags" to support the development of clean renewable energy;
- and donates back to environmental non-profits through an affiliation with "1% For The Planet," a group of over 200 businesses that give at least 1% of their sales, regardless of profitability, to environmental groups.

San Rafael is currently home to Three Twins where Gottlieb operates a retail establishment in addition to providing product to restaurants, the Berkeley Farmers' Market, and is currently completing a commercial launch for grocery stores.

The Olive Press is dedicated to everything having to do with olives and olive oil. Unique and distinctive items for gift giving and for the home can be found in addition to award winning California extra virgin olive oils. Tapenades, cured olives, olive oil crackers and other tasty delicacies join olive oils and unique balsamic vinegars, a wide variety of olive themed ceramics, baskets, books, table linens and olive oil storage containers, many commissioned by and available exclusively through The Olive Press.

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(Oxbow Public Market adds tenants, page 2)

Ed Stolman and Deborah Rogers, both California olive growers and producers inspired by the olive pressing cooperatives of Italy and Southern France, created The Olive Press in Glen Ellen, California, in 1995. Dedicated to making only the finest award winning California extra virgin olive oil, theirs is a completely unique facility designed to meet the custom pressing needs of commercial producers, growers with small harvests, and hobbyists wishing to create “estate” olive oil from home grown olives.

Previously announced as market tenants are:

- Ria, a new dining venture by popular Napa Valley chefs, Donna Scala and Scott Warner of Bistro Don Giovanni;
- Long Meadow Ranch of St. Helena, an innovative organic farming operation and purveyor of fine food;
- Roli Roti, grilled meats and poultry from the region’s foremost authority on the rotisserie method of grilling;
- The Fatted Calf, an artisanal charcuterie and butcher shop producing a wide range of hand-crafted products using high quality, natural ingredients;
- The Oxbow Wine Merchant and Wine Bar, a classic, hands-on, service-oriented shop for buying, tasting, and learning about wine;
- Taylor's Automatic Refresher, serving excellent market- fresh food at high speed with a focus on quality;
- Anette's Chocolate Factory, noted nationwide for their excellent assortment of truffles, fudges, creams, brittles and other confectionery wonders;
- Pica-Pica, featuring a variety of native Venezuelan foods;
- and Culina, the ultimate source for premium culinary antiques that are both aesthetically pleasing and functional.

The Oxbow Public Market will be located within the emerging Oxbow District of Napa and is poised to become the local gathering place for great food and wine in the Napa Valley and downtown Napa. The 40,000 square foot marketplace, which includes a scenic outdoor deck with seating along the Napa River, will feature a diverse tenant mixture of local food vendors, artisan cafes and organic farm stands. The project has broken ground and is expected to open Fall of 2007. The Oxbow Public Market will be open seven days a week.

For further information, please contact Steve Carlin at 707.963.1345 or visit the website at www.oxbowpublicmarket.com

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(digital renderings available upon request)