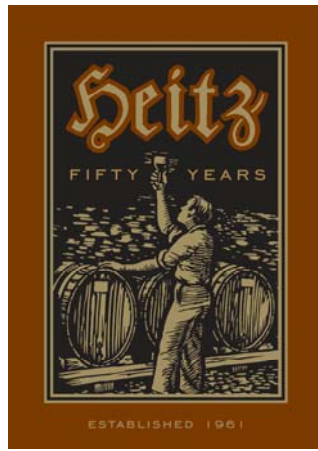


50th Anniversary



Established 1961

February 2011

Dear Friends,

We are looking forward to an incredible New Year as we celebrate our 50th Anniversary in 2011! This milestone is a true testament to the quality, integrity and innovation that has thrived at the core of Heitz Wine Cellars throughout our five decade history. This month, we are honored to release our spectacular 2006 single-vineyard Cabernets, powerful wines offering a superb combination of complexity and balance.

2006 Martha's Vineyard Cabernet Sauvignon

The first single-vineyard Cabernet Sauvignon in Napa Valley was produced at Heitz Wine Cellars in collaboration with the May family. The 1966 Martha's Vineyard Cabernet Sauvignon received instant accolades from around the world and remains today a cornerstone in the heritage and success of Napa Valley wines.

Pure and concentrated, our *2006 Martha's Vineyard Cabernet* shares the unique beauty of its Napa Valley terroir with its lush varietal aroma. This is a well-integrated wine with a generous core of dark, rich fruit, lightly embraced with mint. Layers of black cherry unfold gracefully across the palate, building to a long, lovely finish. The incomparable Martha's Vineyard Cabernet is internationally acclaimed for its distinctive flavor and quality. Whether you choose to drink it or cellar it for years to come, this is an unforgettable wine from a fabulous vintage.

2006 Bella Oaks Vineyard Cabernet Sauvignon

The 2006 Bella Oaks Vineyard Cabernet Sauvignon is a delightful wine from start to finish. Opening with lively overtones in the aroma, this fruit-driven Cabernet will impress you with soft, seductive notes of plum interlaced with subtle hints of limousin oak. The silky richness on the palate and the polished fruit tannins linger beautifully through the finish. This luscious Napa Valley Cabernet offers an elegant style that is hard to resist.

Celebrating Our 50th Anniversary

Please join us in raising a glass to toast our 50 years of winemaking in the Napa Valley. What should be most evident to our customers is that the spirit and passion with which our parents, Joe and Alice, started the winery continues today in the Heitz' family vision. We are dedicated to creating wines that are appealing and relevant to an international wine world, while upholding the traditions of one of the greatest American wineries. To have maintained our unsurpassed quality for a half century is certainly worth celebrating. We extend a heartfelt thank you to each and every one of our customers, for it is your support that has allowed our parent's dream to become a truly amazing success story.

We are sure you can sense our excitement about our 50th Anniversary and the caliber of wines we are offering for your enjoyment! Our new releases will be available for tasting throughout the month of February at our St. Helena sales room. We are available at 707-963-3542 to answer any questions or to assist you with your selection of vintages. You are also welcome to place your orders online at www.heitzcellar.com.

Wishing you a healthy and prosperous New Year!

A handwritten signature in black ink that reads "Kathleen Heitz Myers". The signature is written in a cursive, flowing style.

The Heitz Family