



FOR IMMEDIATE RELEASE

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GTREE™ SET TO REVOLUTIONIZE SUSTAINABLE LABEL OFFERINGS

GTREE™ Has One Of The Greenest Environmental Profiles Of Any Label Available

MODESTO, Calif. (January 20, 2012) – Following years of research, testing and development, G3 Enterprises is now offering GTREE™ – an environmentally sustainable, high-performance wine label paper which was developed for use on all bottling lines, including those utilizing high-speed and mobile bottling application equipment.

Manufactured from 100% Post-Consumer Recycled Fiber (100% PCW), GTREE™ has one of the greenest environmental footprints of any label stock currently offered. The GTREE™ label contains true recycled fiber consisting of sorted office paper that has had at least one useful life before being recycled. G3 Enterprises teamed with family-owned Monadnock Paper Mills, which is also known as a global environmental steward, to research and develop a 100% PCW label stock that could meet the rigors of bottling including tensile and tear strength, brightness, embossing and scuff resistance that is equal to or better than current paper stocks. Additionally, the GTREE™ label paper is specially designed with a unique formulation which results in increased resistance to water absorption allowing GTREE™ to maintain its premium appearance and high quality print aesthetics even when exposed to ice bucket conditions for prolonged periods.

“We are very excited to begin exclusively offering the GTREE™ label,” said Tom Gallo, Vice President of Strategic Development of G3 Enterprises. He added, “Not only will the label be visually appealing to all consumers, we know that it will easily meet the needs of both eco-conscious consumers and wineries.”

Among the many environment attributes, GTREE™ label stock is manufactured using 100% renewable electricity, is processed chlorine free, and is manufactured carbon-neutral. In addition, the fiber waste created during the manufacturing process is captured, processed and reused as compost for crops and bedding for livestock.

"The collaboration of two multigenerational family-owned businesses resulted in the development of the most cost effective, environmentally sound labels of the 21st century," said Richard Verney, Chairman and Chief Executive Officer of Monadnock. He added, "This is one great sustainable solution from two notable family trees."

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Throughout an extensive research and field testing period, GTREE™ label has proven consistently reliable having been tested using all current labeling methods and systems and has the ability to run exceptionally well on today's high speed bottling lines. GTREE™ is manufactured under certified ISO 9001 and 14001 Quality and Environmental Management Systems.

"GTREE™ is a cost-competitive bright white, uncoated stock which offers excellent embossing and hot foil stamping performance," said Fred Dale, G3's Label Division's senior manager for technical service and quality control. He added, "At G3, our commitment to quality and performance ensures that our GTREE™ label offerings meet and exceed our customers' requirements for every application."

For more information about GTREE™, visit www.G3Enterprises.com or come by G3 booth#443 at the Unified Wine and Grape Symposium on January 25-26 at Sacramento Convention Center.

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About G3 Enterprises:

G3 Enterprises was founded by the third generation of the Gallo Family to serve the wine and spirits industry with quality packaging products and supply chain solutions. With a talented team of experts offering customers a variety of creative solutions and outstanding customer service, G3 Enterprises offers a wide range of supply chain assistance including labels, closures, transportation, warehousing, winery services and mobile bottling. For more information about G3 Enterprises Label division, visit: www.G3Enterprises.com or call 1-800-321-8747.

About Monadnock Paper Mills:

Monadnock Paper Mills is the oldest continuously operating paper mill in the United States. Owned and operated by the Verney family for the past 64 years, the company has received numerous awards for responsible environmental practices. The company is renowned for producing premium printing and packaging papers for many of the world's leading consumer brands.