



Internationally Renowned Jazz Saxophonist and Six Time Grammy® Nominee, Dave Koz, Launches KOZ Wine

First time collaboration with Whole Foods Market® and Napa's Vinum Cellars to
Benefit Starlight Children's Foundation

Making Wine for a KOZ

Los Angeles, CA August 18, 2009 –Internationally renowned saxophonist and six-time Grammy® nominee Dave Koz has captured the hearts of millions of fans around the world over the past two decades through his recordings, radio shows, annual tours, cruises and now his wine – KOZ Wine. In his travels, Koz continually observed the strong connection between people's love of jazz and their love of wine, echoing his own two passions.

While hosting an annual Smooth Jazz cruise in 2008, Koz met one of his fans, Patrick Bradley, the President of Whole Foods Market for the Southern Pacific region. They shared their passion about wine and, on the open seas and the idea to start a wine brand was born.

This is the first time Whole Foods Market has collaborated on a project such as KOZ Wine from start to finish – The company was involved from researching the vineyards, tasting the wines, developing packaging, shipping the product to the stores and the marketing. In fact, Koz accompanied Whole Foods Market team members to Santa Ynez, Mendocino and Napa to interview winemakers before they selected Chris Condos of Napa Valley's boutique winery, Vinum Cellars. "Chris has an intense passion for the winemaking process, creativity and openness that I felt was really important in this collaboration," says Koz. "I'm certainly a student in this whole process, but I love it --I've learned so much in such a short amount of time and the more I learn the more I want to know. I plan to be involved in the blending and winemaking process...as much as Chris will let me," says Koz.

"Whole Foods Market is thrilled to be partnering with KOZ Wine, Vinum Cellars, and Starlight Children's Foundation in launching 3 types of KOZ Wine exclusively at our stores in Southern California, Arizona and Nevada," says Bradley. "We are proud to be welcoming Dave and his wines into our stores and to be a part of Starlight's mission to help brighten the world of seriously ill children and their families."

Koz kicks off a series of bottle signings at Whole Foods Market stores after his headlining performance at The Hollywood Bowl with Tower of Power and Peabo Bryson on August 24. The bottle signings are scheduled for:

8-24-09 Venice/Los Angeles	5:00 – 7:00 pm
8-29-09 Hillcrest/San Diego	Noon-2:00
9-23-09 Fairfax/Los Angeles	4:00 – 6:00 pm

As a humanitarian, Koz has served as global ambassador for the last 17 years to the Starlight Children's Foundation and will be donating all his proceeds from KOZ Wine to help Starlight continue their vital mission. "With 17 years of steadfast support for Starlight under his belt, Dave's impact on our children and families is truly unmatched," said Paula Van Ness, CEO of Starlight. "He continually comes up with creative ways to support our organization, and this cause-marketing concept enables him to join forces with Starlight and Whole Foods Market to let seriously ill children and their families know they are not alone."

KOZ Wine is now available at all Southern California Whole Foods Markets as well as in Nevada and Arizona. There are 3 different varietals:

KOZ 2007 Napa Valley Cabernet Sauvignon: *Retail Price: \$29.99*



An intense 100% Cabernet Sauvignon comes from low yielding, dry farmed, hillside vineyards in the Napa Valley. Aged exclusively in French Oak barrels for 20 months, only 200 cases have been produced.

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KOZ 2008 Napa Valley Sauvignon Blanc: Retail Price: \$16.99



This Napa Valley Sauvignon Blanc is 90 percent Sauvignon Blanc, 10 percent Viognier. Aged in 50 percent stainless steel and 50 percent French Oak Barrels. 600 cases have been produced.

KOZ 2007 El Dorado "Red Alto" Blend Retail Price: \$16.99



This Rhone style blend consists of 48% Syrah, 21% Grenache, 21% Mourvedre, and 10% Petite Sirah. All the grapes were grown in red volcanic soils between 2500 and 3300 feet in El Dorado County. It was aged exclusively in French Oak barrels for 20 months and 600 cases have been produced.

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About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com), a leader in the natural and organic foods industry and America's first national certified organic grocer, was named "America's Healthiest Grocery Store" in 2008 by *Health* magazine. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet"™ captures the company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to its more than 50,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by *FORTUNE* magazine for 12 consecutive years. In fiscal year 2008, the company had sales of \$8 billion and currently has more than 275 stores in the United States, Canada, and the United Kingdom. Whole Foods Market, Fresh & Wild™, and Harry's Farmers Market® are trademarks owned by Whole Foods Market IP, LP. Wild Oats® and Capers Community Market™ are trademarks owned by Wild Marks, Inc.

About Starlight Children's Foundation

When a child or teenager has a serious medical condition, everyone in the family is affected. For 25 years, Starlight Children's Foundation has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of chapters and offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit www.starlight.org.