



“CRU VIN DOGS” WINE BRAND BECOMES NEW MORRIS ANIMAL FOUNDATION MARKETING PARTNER – DONATES \$10,000 PLUS 10% OF SALES COMMITTED TO MAF DOG HEALTH RESEARCH

Cru Vin Dogs Will Offer Special 2008 Canine Cancer Campaign Wine Label

Denver, December 3, 2007: Cru Vin Dogs, a direct-to-consumer wine company founded upon the objective to donate 10% of sales to canine-related charities, is Morris Animal Foundation’s (MAF) latest marketing partner. Cru Vin Dogs made a \$10,000 donation to MAF for canine health research, plus has committed to donate an additional 10% of all wine, art and merchandise sales to MAF canine health research until the end of 2007. Thereafter, MAF will benefit from the company’s 10% canine charity donation presently being divided among three canine charities. To order wine to support MAF and dog health, go to: www.cruvindogs.com.

Also, Cru Vin Dogs Best in Show release in 2008 will be dedicated to MAF’s Canine Cancer Campaign and will include a limited edition Canine Cancer Campaign illustration of a Best in Show Champion breed as the label artwork. Again, 10% of all proceeds from sales, art and merchandise from this canine cancer label will go to MAF. Learn about MAF’s work to treat and cure canine cancer at: www.curecaninecancer.org.

Cru Vin Dogs Wine Group is a direct-to-consumer wine company that locates small lots of special wines and grapes from vineyards throughout the world to create masterful blends of exceptional quality and value. This effort is led by Mary Snellgrove and Bill Foss, seasoned wine professionals with decades of experience in wine distribution and sales; company co-founder/artist Jay P. Snellgrove; California winemaker/viticulturist Tony Wasowicz; and Ohio director and certified wine educator Cameron Close.

Cru Vin Dogs Mission: “We exist to combine our passions – friendship, wine and art, our love of dogs and worthy causes – into a wine brand with a purpose; wine that gives back. Wine that makes a difference.”

Wine selection from Cru Vin Dogs includes three categories: Puppy Series: Small lots of exceptional quality wine for less than \$20 a bottle, featuring an original drawing of a different breed for each release. Portrait Series: Outstanding red varietals blends, each honoring a real dog with a special story. Best in Show: Very limited quantities of remarkable wines, each label featuring a Best in Show Champion canine.

Wine labels are art: “We celebrate our appreciation for art and its role in our lives. Our labels feature original, limited-edition illustrations by Jay P. Snellgrove. Our Puppy Series features real dogs drawn with graphite pencil; our Portrait Series honors hero dogs with special stories and is illustrated with pastel pencil; and our Best in Show Series features Champion Best in Show dogs, also illustrated with pastel pencil. Each label reminds us how empty this world would be without the unconditional love and devotion of ‘man’s best friend’.” For more information or to order wine from Cru Vin Dogs Wine Group go to: www.cruvindogs.com or contact Mary Snellgrove, 303-903-4123.

About Morris Animal Foundation:

Morris Animal Foundation, established in 1948, is dedicated to funding research that protects, treats and cures companion animals and wildlife. MAF has been at the forefront of funding breakthrough research studies benefiting animals in some 100 countries, spanning all seven continents on earth. MAF has its headquarters in Denver, Colorado. The Foundation has funded nearly 1,400 humane animal health studies with funds totaling more than \$51 million. For more information, call (800) 243-2345, or visit www.MorrisAnimalFoundation.org.