

THE OTHER GUYS

LAID-BACK GUYS, STAND-OUT WINES

The Other Guys appoints two regional sales managers

Sonoma, CA, Wednesday, October 12, 2011—The Other Guys (TOG) today announced the appointment of two new regional sales managers to head up its Midwest and Northeast sales territories.

Michael Kasper, formerly a sales manager for South American Wine Importers (SAWI), will assume responsibility for TOG's Midwest Region, which covers 13 states. Harvard Gates, who most recently was a regional sales manager for Clos LaChance Winery, has been tapped to direct TOG's sales operations in its Northeast Region, which also includes 13 states.

"We're excited to have Michael and Harv join our team," said August (Aug) Sebastiani, TOG president. "Both of them have extensive sales and marketing experience in the beverage industry and they have impressed us not only with their knowledge, but also with their leadership skills and the enthusiastic way they approach their assignments. TOG is rapidly expanding and we need the unique talents that Michael and Harv bring to the table."

Kasper has been in the wine industry for 10 years, starting as a sales representative with VinDivino. He also has worked for Providence Wine Company, Michael David Winery and Esterlina/Everett Ridge Winery. Gates started his career in 2000 as an account manager for Southern Wine & Sprints/Premier Wine & Spirits in Syosset, NY. Before joining TOG, he also held sales positions with Paramount Brands, Global Wine Group, Zodiac Spirits and Testa Wines of the World.

Both Kasper and Gates will report to Eric Rabinoff, TOG's Senior Vice President/National Sales Manager.

The Other Guys (TOG) is a cutting edge wine company headquartered in Sonoma. Its president, August Sebastiani, is a fourth-generation member of one of California's oldest wine families, which has been a leader in the California wine industry since August's great-grandfather, Samuele Sebastiani, opened his eponymous winery almost 110 years ago. With the motto "Laid-back guys, stand-out wines," TOG focuses on producing top-quality wines at reasonable price points. Among its most popular labels are Plungerhead and Hey Mambo. www.togwines.com or www.facebook.com/togwines.

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