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**FOR IMMEDIATE RELEASE**

**Hanna Lee Communications, Inc. Named  
PR Agency of Record for Conway Family Wines**

***PR Campaign to Promote “Deep Sea” Brand of Wines  
from California’s Scenic Central Coast***

**NEW YORK, October 19, 2010**—Hanna Lee Communications, Inc., an award-winning agency specialized in wine, food, spirits, travel and lifestyle PR, today announced that it was named the PR agency of record for Conway Family Wines, a family-owned boutique winery in Arroyo Grande, located in California’s majestic Central Coast. The one-year program includes comprehensive media relations targeting both the trade and consumers, key influencer outreach, event management and trade show support.

“We’re very excited to represent Deep Sea wines, which exemplify the *terroirs* found in the maritime appellations of the Central Coast,” said Hanna Lee, President and Founder of Hanna Lee Communications, Inc. “These wines can be enjoyed on their own or easily paired with food. They are produced by a dynamic family that’s committed to making high quality wines that combine California fruit with European finesse.”

“My family is delighted to work with Hanna Lee Communications, which was highly recommended to us by key wine writers and educators,” said Gillian Conway, Vice President of Communications, Conway Family Wines. “Through their proven track record, as well as an impressive array of contacts, we believe this partnership will help us share our story. The agency really understands my family’s passion for wine making and our absolute commitment to quality.”

For more information, please visit [www.conwayfamilywines.com](http://www.conwayfamilywines.com).

**ABOUT HANNA LEE COMMUNICATIONS, INC.**

Headquartered in New York City, Hanna Lee Communications, Inc. is an award-winning agency specialized in wine, spirits, food, travel and lifestyle PR and event management. The agency only represents products and companies that it is passionate about. This outlook drives its well-acknowledged excellence.

Hanna Lee Communications has created a number of successful PR case studies, including the “Truth in Vodka” campaign for Sobieski Vodka that won first runner-up for *PRWeek*’s “Best Consumer Launch of the Year” and was nominated for a SABRE Award, given by *The Holmes Report* based in the U.K. In 2010, the agency’s creativity in promoting the Manhattan Cocktail Classic was recognized by its second SABRE Award nomination. Through its multi-year PR campaign for Mionetto Wines, Hanna Lee Communications contributed to developing the now-popular Prosecco category in the U.S.

Current clients include Leblon Cachaça, Manhattan Cocktail Classic, Terra Andina Chilean Wines, G7 Portuguese Wine Consortium, Gourmet Latino Festival, Conway Family Wines and others. Hanna Lee Communications has distinguished itself by cultivating long-term, trustworthy relationships with clients, key industry influencers, as well as journalists in the trade, lifestyle and consumer media. For more information, please visit [www.hannaleecommunications.com](http://www.hannaleecommunications.com).

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