



Media Contact: Gwen Hoover
Rainier Wine
(610) 216-1484
gwen.hoover@rainierwine.com
[m](http://www.rainierwine.com)

For Immediate Release

MAD HOUSEWIFE HELPS WITH SPRING CLEANING

Join Mailing List: Get Entered Into Maid Brigade House Cleaning Sweepstakes

Seattle, WA (May 4, 2007)— Rainier Wine and Maid Brigade announce today a house cleaning sweepstakes that will run through the month of May. By simply going to the Mad Housewife Cellars website (www.MadHousewifeCellars.com) and signing up for the mailing list, consumers will be automatically entered for a chance to win \$500 in maid service from Maid Brigade. Someone else cleaning your home — what could be better?

“We are thrilled to partner with Maid Brigade,” says Damian Davis, president of Rainier Wine, makers of the Mad Housewife wines. “It’s a natural this time of year with Mother’s Day and Spring Cleaning and just what every Mad Housewife needs to feel like a queen!”

Mad Housewife has garnered both rants and raves with its cheeky photo label of a pink-frocked, retro-twinged housewife, pithy woeful wives tale on the back label, and point-of-sale materials. Mad Housewife wines carry a suggested list price of \$9.99 and is available in four delicious flavors (Chardonnay, Cabernet Sauvignon, Merlot and White Zinfandel).

About Rainier Wine

Founded in 2005, Rainier Wine has successfully introduced its female-targeted wine lineup, following extensive qualitative research with women’s focus groups and open-ended surveys. Rainier Wine recognizes that wine should never intimidate, make you think too hard, or create a new line item in your budget. Above all else, wine should be fun, relaxing, memorable, and something you can afford to look forward to at the end of each and every day.

For more information on Rainier Wine or where to buy Mad Housewife Wines, contact Damian Davis at (206) 525-3063, e-mail Damian.Davis@rainierwine.com or visit the company Web site at <http://www.rainierwine.com>.

About Maid Brigade

When Maid Brigade comes and wipes the dirt away, we leave you with something uniquely Maid Brigade: the mark of a housecleaning service that has its act together. From scheduling to supervised housecleaning, through inspection and follow-up, your Maid Brigade experience is one of seamless quality service. We come when you expect us and we clean reliably and securely. For more information or a location near you visit www.maidbrigade.com

Sweepstakes Rules

No purchase necessary. Sweepstakes begins 12:01 AM EST 4/14/07 and ends 11:59 PM EST 5/31/07. Open to legal residents of the 50 United States/DC, 21 or older. Void outside the 50 United States/DC and where prohibited. All federal, state, local or municipal laws and regulations apply. Sponsor will not be responsible for incomplete or late entries. Prize winner(s) will be selected in a random drawing from among all eligible mailing list members. Odds of winning depend on the number of mailing list entries received. Winner(s) will be notified via the e-mail address provided on the entry form. Go to www.MadHousewifeCellars.com for complete rules and details.