



FOR IMMEDIATE RELEASE

Barefoot Wine, AVP Pro Beach Volleyball Search for America's Next Volleyball Stars

2010 Barefoot Wine AVPNext Series Tour Announcement

LOS ANGELES, March 1, 2010—On the heels of a renewed partnership for 2010, Barefoot Wine and the AVP Pro Beach Volleyball Tour kick off the second annual Barefoot Wine AVPNext Series with 24 participating leagues. The competitive series takes place at barefoot-friendly beach volleyball courts around the country and gives amateur players a chance to go toe-to-toe against AVP's top professional teams.

Winners from each local tournament will receive an all expense paid trip to the Barefoot Wine AVPNext Championship Cup in Chicago Aug. 27 to compete for a cash prize of \$5,000 and a spot in the main draw of that weekend's AVP Tour Championship. The winning men's and women's teams will compete against the AVP's best players.

"The Barefoot Wine AVPNext Series gives volleyball enthusiasts a once-in-a-lifetime chance to play in the big leagues," said Joshua Fine, associate marketing manager of Barefoot Wine. "Not many people can quit their day job to travel and play competitively. This series helps people realize their dreams right there on the court."

"Barefoot Wine's support has strengthened our outreach to players everywhere," said Jason Hodell, chief executive officer of the AVP. "We had an overwhelming response from hopeful players last year and are looking forward to seeing the talent that turns out this summer."

Local beach volleyball fans are invited to cheer on their hometown athletes as they gather at the net to show off their serves, spikes and assists, and go from amateur to professional.

For a complete list of leagues and sign-up forms, please visit avp.com. All players must be of legal drinking age to participate.

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The Barefoot Wine AVPNext Series:

League	Market	Website
Champagne Volleyball	Dallas, TX	champagnevolleyball.com
Charleston Beach Volleyball Social Club	Charleston, SC	charlestonvolleyball.net
East End Volleyball League	Cedar Beach, NY	eevb.net
St. Louis Volleyball	St. Louis, MO	stlvolleyball.com

Third Coast Volleyball	Houston, TX	thirdcoastvolleyball.com
Wasatch Beach Volleyball	Salt Lake City, UT	wasatchbeachvolleyball.com
Baltimore Beach	Baltimore, MD	baltimorebeach.com
Bradford Beach Volleyball	Milwaukee, WI	bradfordbeachjam.com
Quad Cities Volleyball – Iowa	Moline, IL	qcvolleyball.com
Volleyball Virginia	Chesapeake, VA	volleyballva.com
Crabby Bills	Tampa Bay, FL	tampabayclubsport.com/leagues.htm
Nashville Beach	Nashville, TN	nashvillebeach.com
All in Volleyball	Chicago, IL	allinvolleyball.com
Volleyball of the Rockies	Denver, CO	votr.com/
Volleyball Ventures	Manhattan Beach, CA	vbventures.com/
AZ Beach Volleyball	Phoenix, AZ	arizonavolleyball.com
Aloha Volleyball	Honolulu, HI	hawaiiivolleyball.net
San Diego	San Diego, CA	eteamz.com/avpnextbarefootsandiego
Airvorne Volleyball	Atlanta, GA	airvorne.com
Great American VB	Point Pleasant, NJ	greatamericanvolleyball.com
Aussie’s Grill and Beach Bar	Austin, TX	aussiesbar.com/
Newport Volleyball Club	Newport, RI	newportvolleyballclub.com

About AVP:

AVP, Inc. is a leading lifestyle sports entertainment company focused on the production, marketing and distribution of professional beach volleyball events worldwide. One of the fastest-growing entities in the sports world, the AVP is set to stage 12 events throughout the United States in 2010 featuring more than 150 of the top male and female competitors in the sport. AVP athletes won both the women’s and men’s gold medals at the 2008 Olympic Games in Beijing, marking the first gold medal sweep by a single country in the history of Olympic Beach Volleyball. AVP is headquartered in Los Angeles, California. For more information, please visit www.avp.com.

About Barefoot Wine:

Barefoot’s award-winning California wines are attractively priced and can be found in bottles bearing the fun, iconic footprint label. Barefoot’s still wine portfolio (\$7 for 750-ml bottles, \$12 for 1.5-liter bottles) includes eleven unique offerings: Pinot Grigio, Chardonnay, Sauvignon Blanc, White Zinfandel, Moscato, Riesling, Pinot Noir, Merlot, Cabernet Sauvignon, Shiraz, and Zinfandel. Barefoot also offers five delicious sparkling wines: Barefoot Bubbly Brut Cuvée, Extra Dry, Pinot Grigio, Moscato Spumante and Rose Cuvée. Barefoot Bubbly is the most awarded Sparkling Wine under \$20 in the US and retails for \$10. For more information, visit www.barefootwine.com.

Contacts: Matt Landes, mlandes@avp.com
 AVP Pro Beach Volleyball Tour
 (310) 426-7163

Michael Lamp, mlamp@hunterpr.com
 Barefoot Wine AVPNext Series
 (212) 679-6600

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