



FOR IMMEDIATE RELEASE

Contact: Dino Publishing  
Randy Hess, Editorial Director  
Phone: (312) 822-9266

**Dino Publishing to Produce House Publication  
for Jordan Vineyard & Winery**

**CHICAGO, Ill., August 1, 2007** – Dino Publishing, award-winning custom publisher of *Sea Ray Living*, *Baja: Full-Throttle*, *Trophy*, *Catch*, *Taste* and other customer magazines, is pleased to announce the debut of *Estate Tales*, the new house publication of the prestigious Jordan Vineyard & Winery.

Redesigned and produced by Dino Publishing on behalf of the Healdsburg, California, winemaker, the new *Estate Tales* delivers important news, information, food recipes, history on the Jordan Winery and more, all in a handsome and finely written package. *Estate Tales* will be published annually, and in the future may be produced more frequently.

“With *Estate Tales*, we wanted to honor the rich winemaking tradition at Jordan while conveying the most up-to-date information about our products and business,” said Gordon Palmateer, director of sales and marketing for Jordan Winery. “Not only does *Estate Tales* accomplish those goals, it does it with flair and sophistication.”

“We couldn’t be more happy with the fruits of this project with Jordan,” said Doug Leik, president/publisher of Dino Publishing. “We enjoy unearthing and glorifying the lifestyle benefits our clients’ products make possible for their customers. As you may imagine, producing lifestyle editorial for wine aficionados is a tasteful and tasty assignment. Like our magazines, *Estate Tales* provides Jordan with well-tuned content for its audiences while presenting it in a style that suits both the client and the message.”

###

Dino Publishing initiates customized customer communication programs to

meet the strategic branding, acquisition and retention needs of its clients. Dino Publishing creates custom magazines and integrated marketing campaigns for its clients that help cement them as integral parts of their customers' lives. For more information about Dino Publishing and its lifestyle custom publishing and marketing solutions, visit [www.dinopublishing.com](http://www.dinopublishing.com).