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ZORK™ Contributes to The Other Guys' 66 Percent Sales Increase

Sonoma, CA February 18, 2011 — According to Richard Zeller, Chief Operating Officer of The Other Guys (TOG) wine brands, use of the ZORK™ closure has been a key factor in the brands' 2010 record sales. Despite a depressed economy and a lackluster U.S. wine market, sales were robust, increasing by 66 percent between 2009 and 2010, for three of TOG's brands: Leese-Fitch, Hey Mambo, and Plungerhead. MooBuzz, Pennywise, and The White Knight also showed significant gains. The Sonoma, CA-based firm, which spun off from Don Sebastiani & Sons in January 2010, expects sales to increase another 50 percent in 2011, due in large part to its reasonable pricing and innovative naming and packaging strategy.

"ZORK is the most innovative closure I have ever seen or been associated with in the 26 years I have been in the wine business," Zeller says. "Both consumers and the trade absolutely love it. It's perfect, it's ideal. It keeps the wine fresh and what a great success it has been for us at TOG."

In a recent *San Francisco Business Times* article, founder Don Sebastiani said the sales growth was "amazing." According to the article he attributed the increase to "strong leadership by Chief Operating Officer Richard Zeller and the strategy of offering good quality wines at reasonable prices in innovative packaging," including "fun names, unique labels and alternative closures."

The ZORK closure is prized for its unique, eye-catching design; reusable, recyclable components; and optimum oxygen transmission rate. It's fun, easy to open and, unlike a screwcap, it has the celebratory 'pop' of a cork.

ZORK USA is a division of Portola Packaging, Inc., one of the nation's leading manufacturers of food and beverage packaging and closures. ZORK closures are manufactured in Portola's Tolleson, AZ, plant, ensuring timely delivery. Bottling lines are easily adapted for ZORK.

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