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Pine Ridge Winery
5901 Silverado Trail
Napa, California 94558
Attention: Grapes Division

March 17, 2009

Dear Pine Ridge Winery,

I think that drinking and driving is bad, but I also think that drinking a glass of wine every day is good for your heart. The obvious solution is to not drink your daily glass of wine until you are home for the night and have no more errands to run that require you to drive.

As you can see, I am a man with solutions, not a man with problems.

So let me get right to my reason for writing. Grapes. It's that simple... grapes!

My dad planted some grapes in our back yard when I was younger. He used them to make homemade wine, which was not bad. But the problem was volume. Dad only had a 3/4 acre lot, and some of that lot was occupied by his house and driveway and tool shed. Of course he needed some of the lot to serve as a typical suburbia front and back yard, etc. So when it was all said and done, dad only had about 300 square feet to devote to grape growing.

As I am sure you are well aware, 300 square feet does not yield very many grapes in a single growing season.

I always thought dad's wine, if refined and given more time and effort in the filtering process, could have been good enough to bottle and market. But without the square footage to devote to serious grape growing, and the occasional batch of wine completely ruined by a single fruit fly, there just wasn't enough end product to generate a profit.

I developed a plan for dad to exponentially increase his annual grape yield, but he decided he only wanted to make wine as a hobby and it wasn't worth the investment to implement my plan.

Since there is nobody in the family interested in my solution to the grape volume problem, I've decided to market my idea to some established wineries already in the business. My plan, in a word = **shelves**.

Let me flesh it out a bit for you. When you need someplace to store 4 dozen pairs of shoes in limited space, what are your options? You can throw them onto the floor, but you soon run out of room and your shoes become a jumbled mess. But if you build shelves up against the wall, you can stack the shoes neat and you can put all 4 dozen pairs on a tall shelf leaving a relatively small footprint on your limited space.

When you need to grow a large volume of grapes in limited space, what are you options? You build shelves and cover each shelf with sufficient soil. That way you can grow rows and rows of grapevines on top of each other.

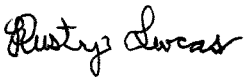
Now I know that Pine Ridge Winery is not hurting for space like my dad was, but if you look at how many grapes you currently produce on your 220+ acres and then triple that production simply by adding two shelves, think of how much more wine you could produce in one growing season. Now picture your average wine production growing by 150 times! It's all simple arithmetic. The sky really is the limit when it comes to shelved vineyards!

With simple infrastructure upgrades, you could conceivably move into exponential production by next growing season – depending on how quickly I am able to secure a U.S. patent on this design. Obviously I am leaving out a large portion of the design and engineering aspects of my vision. There are a few considerations still to consider in ensuring proper simulation of ground grape growth for the elevated vines. Until we have a non disclosure agreement in place between us, I cannot provide full details of my plan. But you can at least see the potential here.

Please review my idea with your accountant to determine your projected profits with each additional grape shelf and get back to me on the number of shelves you would like to have in place by next growing season. I will get right to the exact design specifications upon hearing from you and we can let the lawyers work out the paperwork.

Please get back to me before the end of the month. I am willing to agree not to work with any of your competitor vineyards, but if you decide that you are not interested, I want to be able to contact other wineries with my ideas as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads "Rusty Lucas".

Rusty Lucas

P.S. I would like to start off our business relationship on the right foot. While we do not yet have any papers drawn up, I have given you a brief glimpse at my idea. In return, as your gesture of good faith and bargaining, perhaps you can send to me a small token item – relatively inexpensive – with your company logo on it. I was thinking, maybe a Pine Ridge Winery baseball cap. What do you say? Please send me a free Pine Ridge Winery baseball cap.