

For Immediate Release

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Opening Night Reception To Be Held On Saturday, May 16, 2009

“HOLLYWOOD, BEVERLY HILLS & OTHER PERVERSITIES” TO DEBUT THIS MAY AT MUMM NAPA

RUTHERFORD, NAPA VALLEY, CALIFORNIA (January 2009) — More than 100 black and white images from photographer George Rose’s new book, “Hollywood, Beverly Hills & Other Perversities,” are headed to the Mumm Napa Fine Art Photography Gallery this May for a special summer exhibit highlighting popular culture during the late 1970s and early 1980s.

The show, which runs through August 21, 2009, will open at Mumm Napa with a sparkling wine reception on Saturday, May 16, at 6:30 p.m. at the winery in Rutherford, California. Included in this historical exhibition are diverse photographic portraits of such celebrities as Cary Grant, Gene Kelly, Grace Kelly, Keith Richards, Ronald Reagan, Mary Tyler Moore, and Bill Cosby.

Published by Berkeley-based *Ten Speed Press*, “Hollywood, Beverly Hills & Other Perversities” chronicles the celebrities Rose encountered during his years as a *Los Angeles Times* photographer. From disco to punk, mud wrestling to wet t-shirts, Academy Awards to Emmy Awards, the late 1970s and early 1980s proved to be a pivotal cultural moment in America.

While at the *Times*, Rose prolifically photographed the Hollywood and Beverly Hills scene, focusing his lens on television, film, music, sports and the arts. His work has appeared in *Rolling Stone*, *Time*, *Newsweek* and *USA Today*, and he was twice nominated for a Pulitzer Prize while at the *Los Angeles Times*. Rose is also a recipient of a World Press Award for one of the few still photos ever taken of an earthquake as it is actually occurring. Rose helped organize the highly successful “Legends of Rock Photography” exhibit at Mumm Napa in 2005.

Mumm Napa is one of California’s top sparkling wine producers and a popular destination for Wine Country visitors. For more than 20 years, Mumm Napa sparkling wines have set the standard for California méthode champenoise, emphasizing natural ripeness and exceptional Napa Valley character.

The winery and visitors’ center is located at 8445 Silverado Trail in Rutherford and is open daily for tours, tastings and private events. Visitor Center and Gallery hours are 10 a.m. to 5 p.m. As part of its ongoing commitment to fine art photography, Mumm Napa’s “Private Collection” Gallery features an exclusive collection of original fine art photographs by the legendary landscape photographer Ansel Adams. There is no charge to view the photographic exhibits.

For additional information on visiting the winery and its exhibits, call 707-967-7700, or access the Mumm Napa website at www.mummnapa.com.