



November 4, 2009

Dear Artist,

I am writing to personally thank you for your interest in submitting your label art for JUSTIN Vineyards & Winery. We look forward to reviewing your efforts.

Each year we celebrate the difference nature brings us in that year's vintage by commissioning a different artist to execute the art portion of our label. We only do this for our single varietals and not our blended wines. This is because the truest expressions of the unique properties of a specific vintage are best shown in a single varietal like Cabernet Sauvignon. When we blend different varietals together, as in ISOSCELES, we blend the vintage distinctiveness and thus labels for our blended wines remain the same each year.

The winery buildings and the surrounding vineyards are always the subject matter. However, each artist expresses their individual style and technique in their art. Thus, while the subject is always the same, we use a different artist each year and the result is unique to that year. This is on purpose because our objective is to mimic in the art what happens in our wine. Namely, to show that although we use the same vineyard and employ the same winemaking techniques each year, we still get a wine unique to that vintage. Kind of the same but different rule thus applies to BOTH the label art and the wine. The artists' interpretation of the winery is like the winemaker's interpretation of the vineyard's grapes!

Although there is not a lot of direct financial remuneration, there is global exposure as almost one million copies are spread around the world in the finest restaurants, retailers and collectors.

Until we approve your submission, please understand that we can be under no obligation to compensate you. If for some reason we do not think your art will work on our label we will, of course, return it at our cost.

If we choose to use your art, compensation will be:

- Two nights lodging in the JUST Inn for two during midweek days (Sunday through Thursday)
- Dinner and wine pairing for two in Deborah's Room during either night of lodging
- Winery Tour and Tasting of current release wines
- Two Guest Chef Dinners at any regularly scheduled JUSTIN Guest Chef Dinner
- Two cases of any JUSTIN wine on which your art appears
- Two T-shirts & Posters on which your art appears
- Check in the amount of \$200.00

I have attached an Assignment & Release contract which we will need returned before or with submission of your art. I invite you to view the past 20 years of labels by viewing them on our web site at http://justinwine.com/wines_labels.php.

If after reading through this information you are interested in submitting for our Artist Label Series, you are welcome to visit the winery to execute your art. We are happy to provide you photos if you are unable to visit the winery.

Once again, thank you for your interest. Shortly after receipt of your art, I will contact you to let you know whether we will be able to use it on our next label. Please remember that the height and width must be in proportion to the space allotted for the art portion of our labels (2-1/8"H x 2-7/8"W). It can be any size overall. We have had submissions as large as 4' x 6'! What is most important is that when it is reduced and the separations made it conforms to the final label art dimensions. We wouldn't want to cut out anything—especially your signature!

Yours Sincerely,

A handwritten signature in black ink that reads "Justin + Deborah Baldwin". The signature is written in a cursive, flowing style.

Justin & Deborah Baldwin

Enclosures: Art Assignment and Release, Submission Guidelines