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Founders' presentation opens Unified Symposium

SureHarvest president Jeff Dlott presents sustainable winegrowing vision at Wine and Grape Symposium

SACRAMENTO, CA — Jan. 27, 2004 — Today, Jeff Dlott, PhD, president of SureHarvest, shared his vision on sustainable winegrowing at the world's largest wine and grape convention. Dr. Dlott presented with other industry experts during the kick-off session of the Unified Wine & Grape Symposium entitled, "The Wine Industry at the Beginning of the 21st Century: A Fast Ride in a New Direction."

In his presentation, Dr. Dlott's highlighted the fact that the wine industry must advance in leveraging sustainability at the same rate as other industries, such as automobile and electronics, to ensure profitability beyond the 21st century. Dr. Dlott cited the California Sustainable Winegrowing Practices Program (SWP), an initiative that most recently assessed the wine industry's current state of sustainability, as an example of pioneering movements that support new direction of the wine industry.

"The benefit to wine grape growers by forging a more sustainable path, one that takes into account ecological and social issues as well as economic viability, is two-fold" said Dr. Jeff Dlott. "By actively participating in and continually supporting sustainability initiatives, such as the California Sustainable Winegrowing Practices Program can help wine grape growers can tackle and keep up with global trends in sustainability as well as maintain a competitive advantage over international industry players."

Over 9,000 members of the wine industry attended the kick-off event. The 10th annual Symposium is held annually at the Sacramento Convention Center in Sacramento, California.

About Unified Wine & Grape Symposium — The Unified Wine & Grape Symposium was developed from the combined input of growers, vintners and allied industry members. With informative seminars and over 540 vendors displaying their products and services, it is the largest enology and viticulture wine event anywhere in the U.S. Attendees gain essential insight into industry trends as well as access to vital resources needed to remain competitive. The Symposium is held annually at the Sacramento Convention Center in Sacramento, California. For additional information, visit <http://www.unifiedsymposium.org>. SureHarvest's first public appearance using its new name will be at the Unified Wine and Grape Symposium in Sacramento, California January 27-January 29, 2004. Dlott will be a presenter on trends in sustainable winegrowing during the opening day general session entitled "The Wine Industry at the Beginning of the 21st Century: A Fast Ride in a New Direction."

About SureHarvest — SureHarvest is the leading provider of fully integrated farm management software systems and sustainability services to growers, wineries and food companies. SureHarvest's completely customizable, comprehensive technology helps growers add value to their crops by cutting costs while improving quality. The company offers affordable solutions to small, medium and large-scale operations.

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