



FOR IMMEDIATE RELEASE

NOVEMBER 1, 2018

TENNESSEE TITANS ANNOUNCE NEW PARTNERSHIP WITH WINE BY DESIGN

The Tennessee Titans today announced a new multi-year partnership with Wine by Design (WBD), a marketing and management company.

To kick off the partnership, Wine By Design called upon award-winning winemaker Chris Cameron to craft a limited-edition California red wine, Tennessee Titans Reserve, to celebrate the team's 20 years as the Titans.

"We are excited to partner with Wine By Design to bring this opportunity to Titans fans," said Ralph Ockenfels, Titans Vice President of Marketing and Broadcast & Digital Rights. "It's a special opportunity to reminisce about the first 20 years of this organization with a truly unique wine."

Over the term of the partnership, WBD will expand the Tennessee Titans wine lineup, while working to create, develop and execute wine-centric programming and experiences for the team, the fans and the city.

"The Titans reached out to us looking to integrate wine as part of this 20-year celebration," said Wine by Design CEO, Diane Karle. "We are seeing wine become a mainstay of tailgating and homecoming, as sports fans continue to seek out relevant lifestyle experiences. We are excited to work with the Titans organization to further engage Titans fans through this new initiative in wine."

Tennessee Titans Reserve is available at local retailers in Tennessee and throughout Nissan Stadium. For more information and a list of local retailers, visit www.TitansOnline.com/wine.

About Tennessee Titans

Following a return to the National Football League playoffs last year, the new-look Tennessee Titans entered 2018 with optimism and fresh leadership in head coach Mike Vrabel. Under the watch of controlling owner Amy Adams Strunk, general manager Jon Robinson has transformed the Titans into a contender in the American Football Conference's South Division. The franchise launched its 20th season as the Titans in 2018 and kicked off the year by unveiling all new uniforms. Originally founded as the Houston Oilers in 1960, the club moved to Tennessee in 1997 and changed its name to the Titans in 1999, the same year its new home, Nissan Stadium, opened in downtown Nashville on the east bank of the Cumberland River. Since then, the Titans have become a fixture in the community and provided national visibility to the city of Nashville. The franchise has won 450 regular season and postseason games, captured one conference championship, nine division titles and clinched 22 playoff appearances in its history. For information and tickets, visit www.TitansOnline.com.

About Wine by Design

Wine by Design (WBD) is a marketing and management agency, and the leader in delivering wine-based strategic services and premium wine solutions. WBD provides tailored brand experiences, limited wine releases, events and consulting. By leveraging some of the world's most recognized sports and entertainment franchises and utilizing an extensive network of winemakers and industry experts, Wine by Design has captured the professional sports fanbase that actively drinks wine. Wine by Design's existing highlights include an exclusive wine license for all 30 Major League Baseball teams, the First Commissioned Commemorative Super Bowl Wine for SB50 and team-by-team deals in the NFL with the Indianapolis Colts, New York Jets and Tennessee Titans. For more information, please visit www.winebydesignco.com.