



FOR IMMEDIATE RELEASE

Levensohn Vineyards First Vintner to Implement Copy-Proof Anti-Counterfeiting Label Technology

Saint Helena, CA, September 14, 2016. Levensohn Vineyards, producers of a premium Napa Valley Cabernet Sauvignon wine, is the first vintner in the world to fight wine counterfeiters by using Authentic Vision's patented, copy-proof 3D fingerprint. This security solution assures customers of the authenticity of the wine they have purchased. The technology is embedded in a small label that cannot be reproduced and that is accessible from any smartphone.

“Counterfeiters are becoming increasingly sophisticated. They pose a huge threat to producers of luxury goods, such as rare and special wines,” said Pascal Levensohn, owner of Levensohn Vineyards. “Authentic Vision has delivered a superb, cutting edge technology solution, and we are delighted to be working with them.”

Austria-based Authentic Vision (AV) is a global leader in brand protection, with prominent global customers, including HDMI Licensing LLC and Guala Closures Group. Shippers, distributors, and consumers are able to instantly check the authenticity of the wine by scanning AV's seal on the bottleneck with the *Check If Real* app. The app can be downloaded for free from the iOS App Store and for Android from the Google Play store.

“We are proud that Levensohn Vineyards has decided to partner with Authentic Vision,” commented Jürgen Mathwich, co-founder and general manager of Authentic Vision Inc. “Our solution represents a huge step forward to stop thieves from faking luxury goods. Our

technology also enables marketing departments to develop innovative and dynamic direct to consumer campaigns while solving a security challenge.”

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About Levensohn Vineyards

Founded in 2000, Levensohn Vineyards is a member of the Napa Valley Vintners and Appellation Saint Helena. They currently produce 1,600 bottles per year, selling mostly direct to consumer through their website, www.levensohnvineyards.com. Levensohn Vineyards has participated in Auction Napa Valley through its prestigious Live Auction in 2014 and 2016, raising a total of \$450,000 for Napa Valley charities.

About Authentic Vision

Authentic Vision is the recognized expert in brand protection and consumer engagement. Please visit www.authenticvision.com