

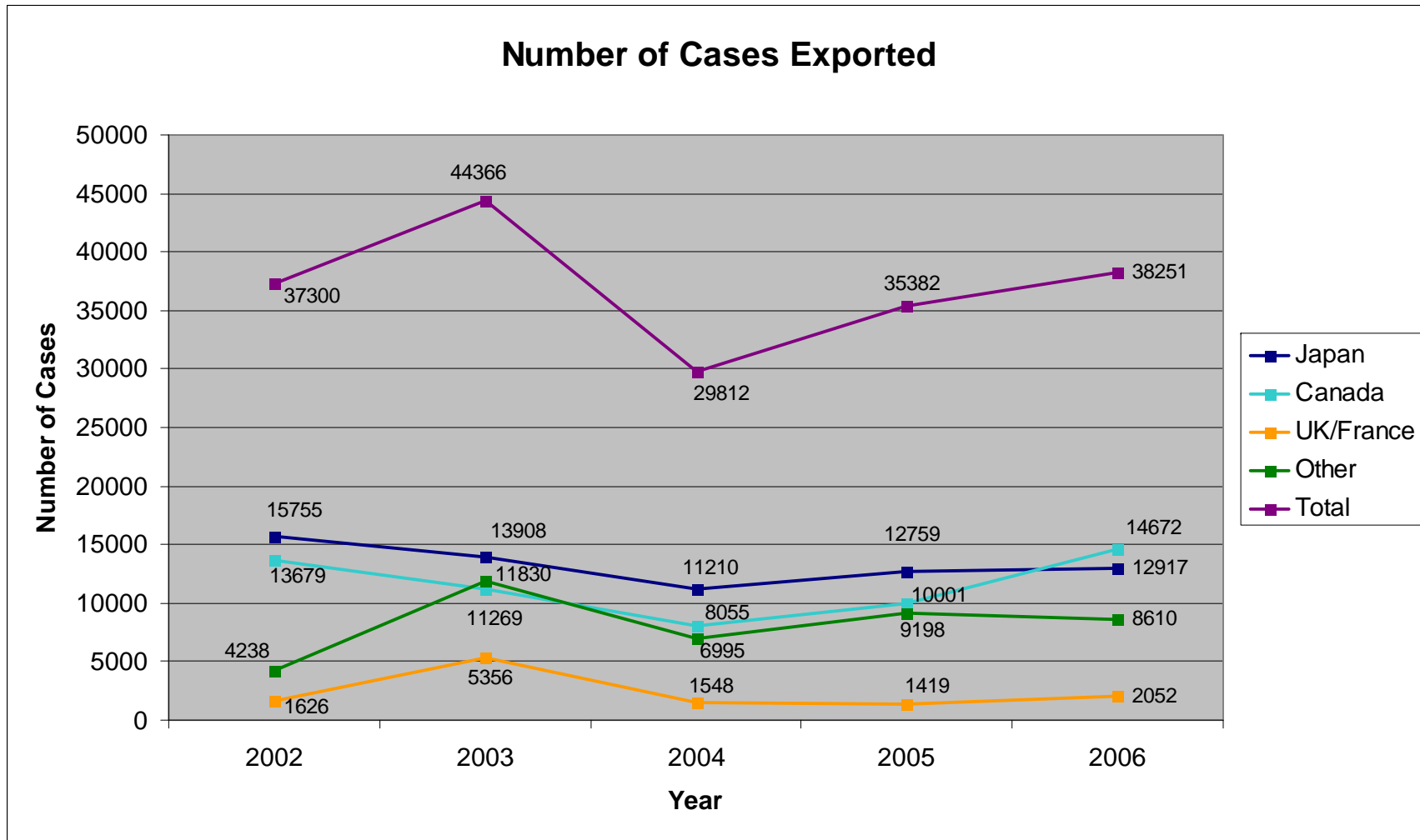


# **Oregon Wine Board Performance Metrics**

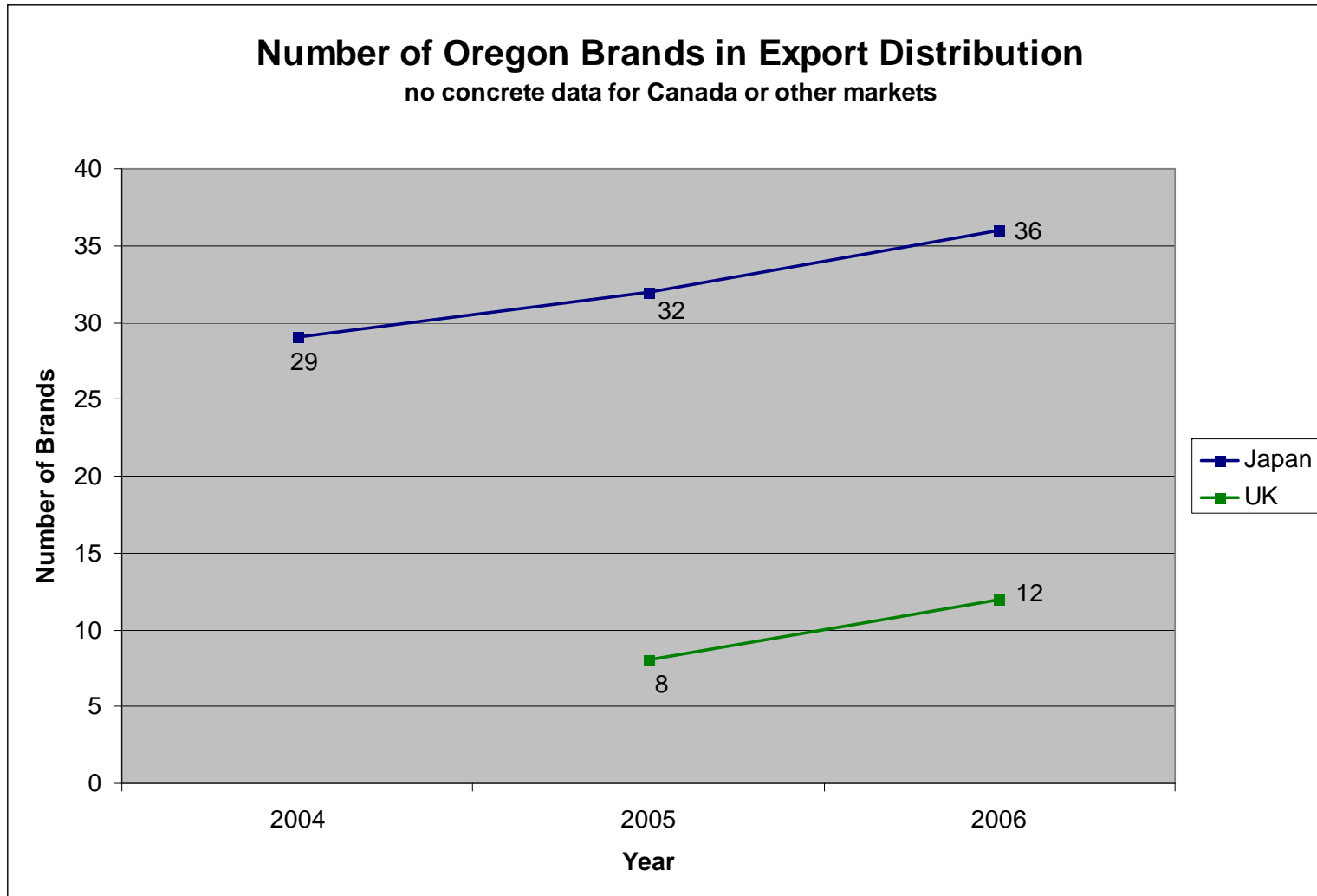
Last Updated

December 5, 2007

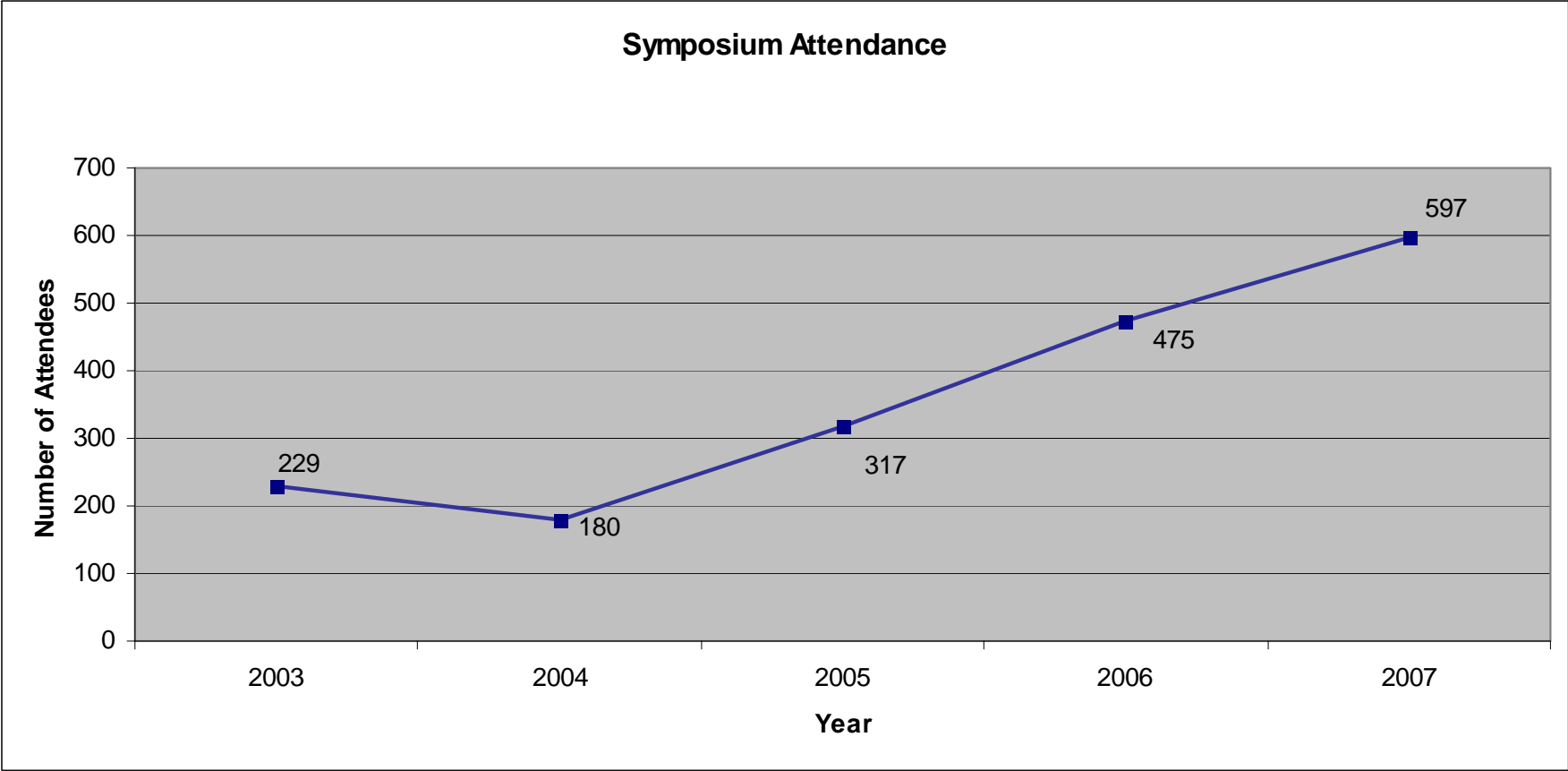
Exports of Oregon Wine have increased in nearly all of our key overseas markets.



The number of Oregon brands exported to Japan and the UK has been increasing steadily.



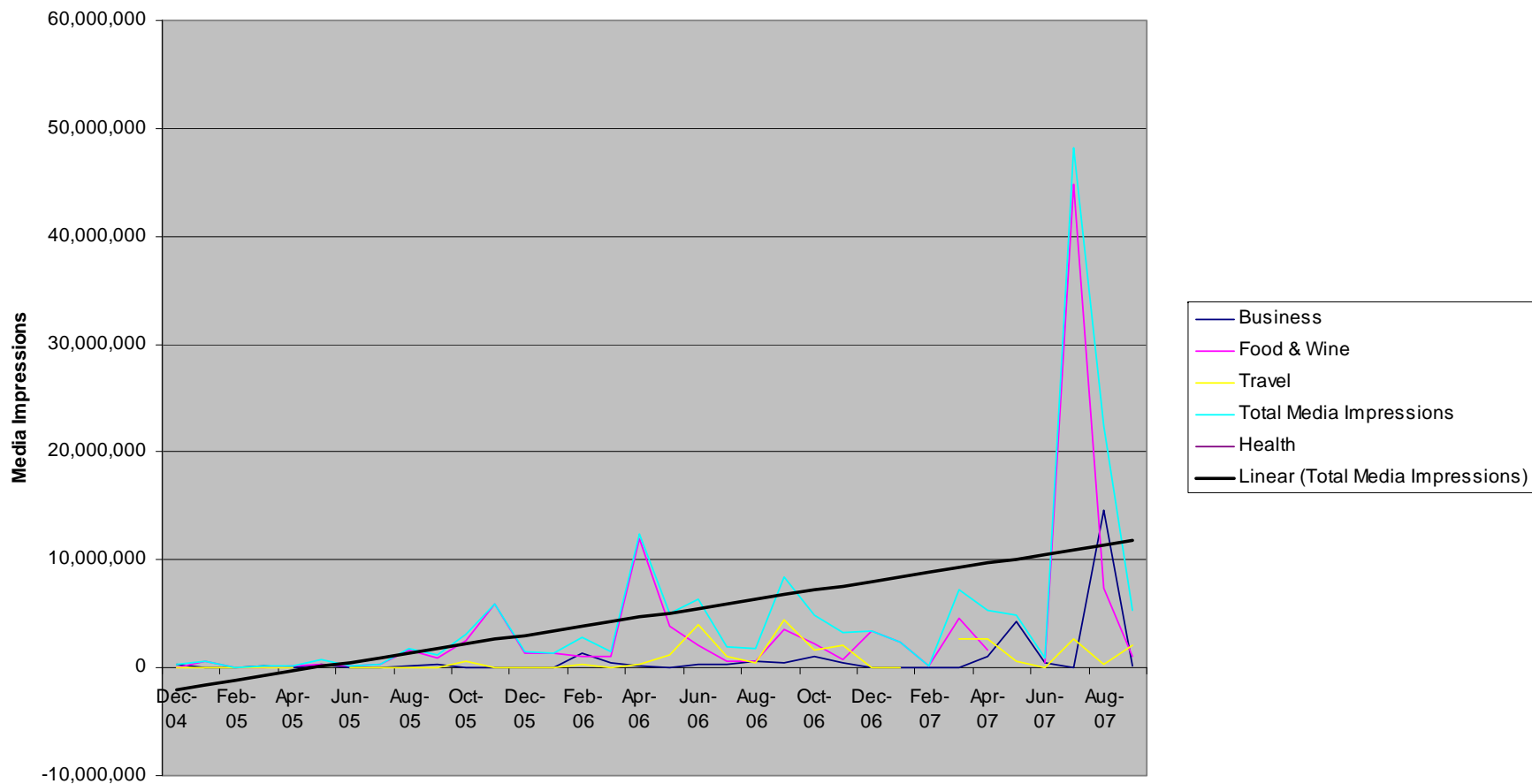
# Oregon Wine Industry Symposium attendance reached record numbers in 2007.



# Media impressions have increased dramatically, driven largely by Food & Wine press.



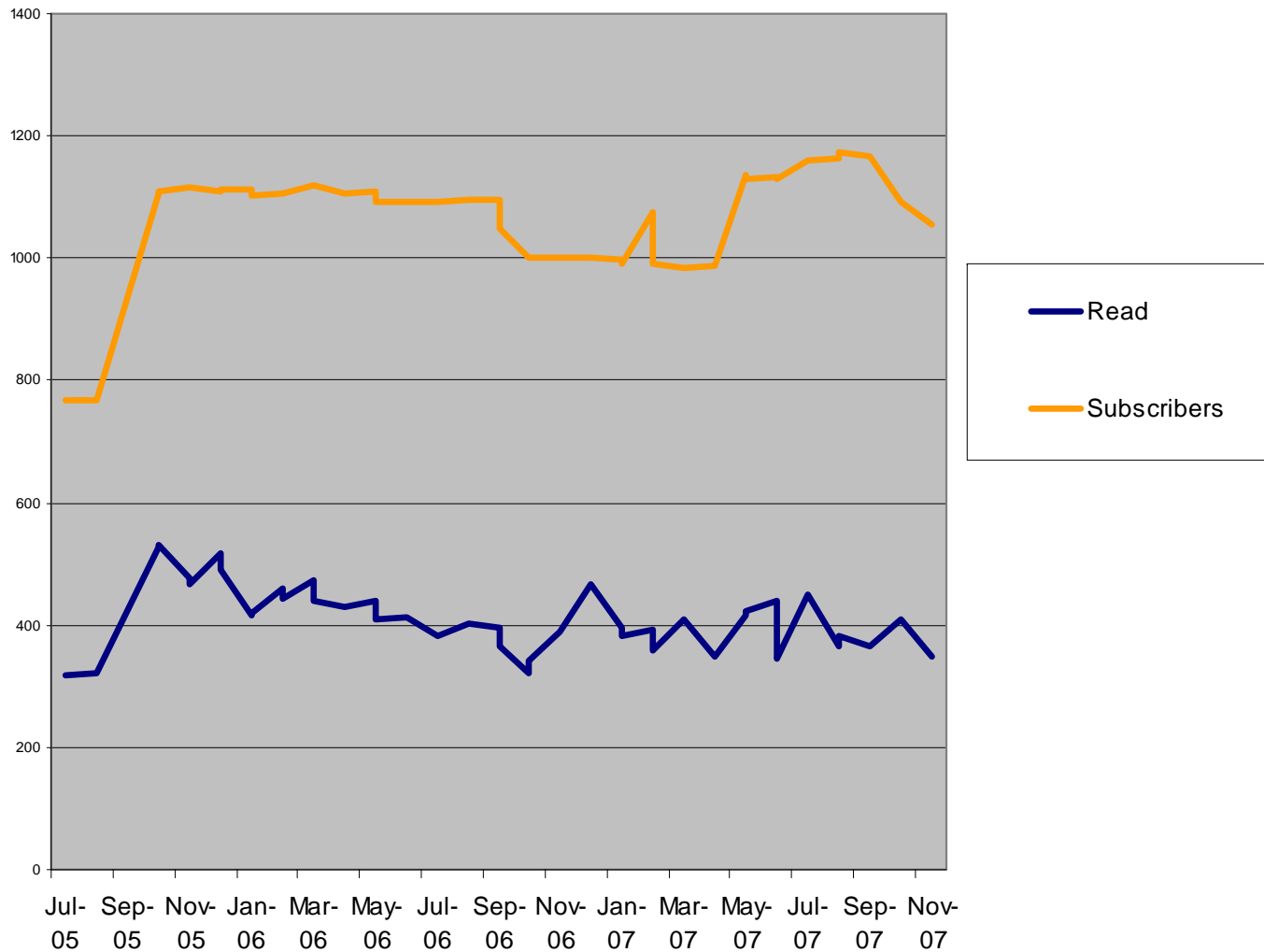
Media Metrics December 2004 - September 31, 2007



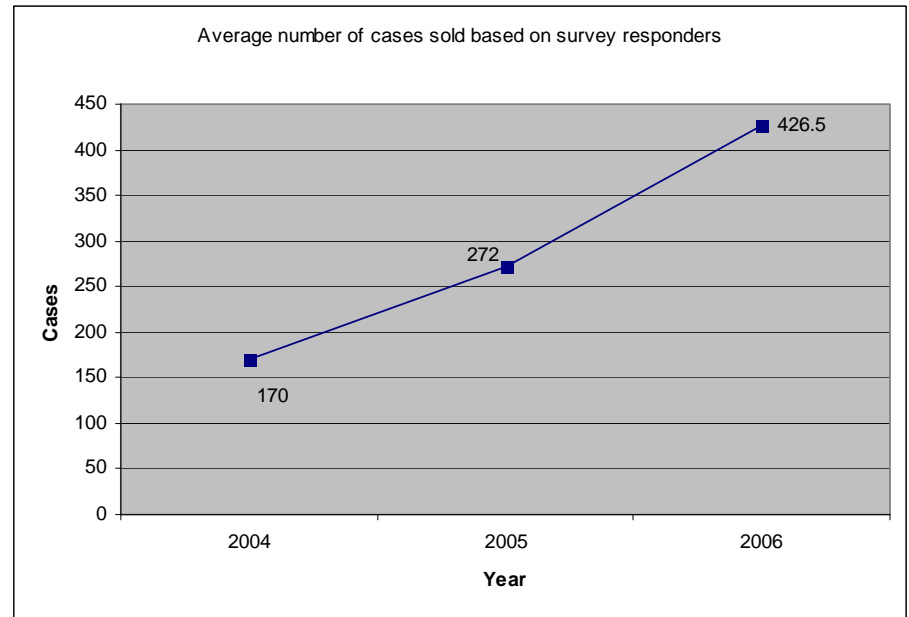
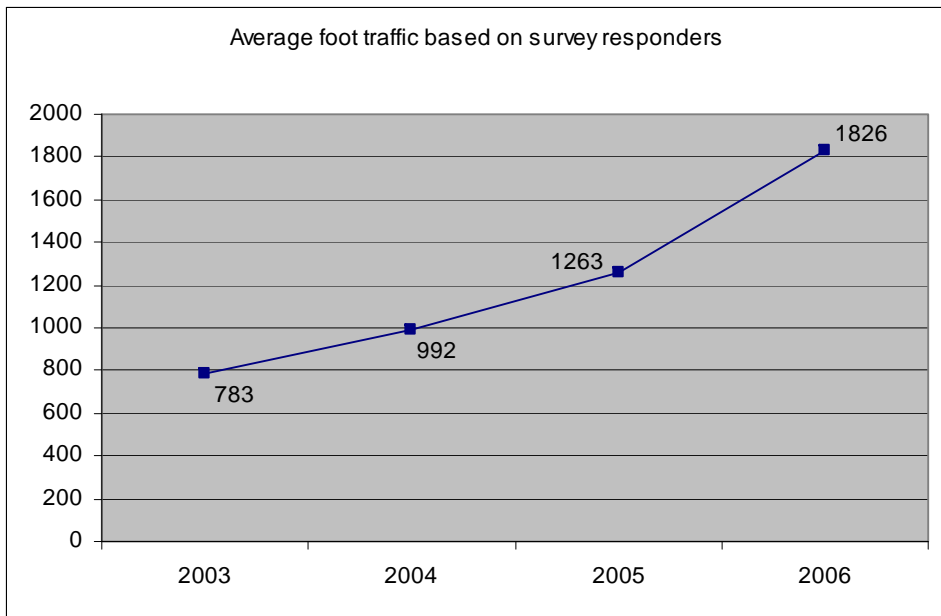
**Grapevine Online readership is showing a slight increase, but the number of subscribers is falling. Our goals for 2007 are to both increase the number of subscribers and encourage greater readership.**



GrapevineOnline Bulletin  
July 2005 - December 5, 2007



**Wineries who participated in the 2006 Oregon Bounty promotion saw increases in both foot traffic and cases sold.**



Not only are the numbers of visits growing each month, but more visitors are viewing pages on both websites.

