



Pinot's Palette Opens 50th Location in San Diego's Liberty Station

- *Military veteran and wife open newest location at former Navy Training Center*
- *Grand opening celebration planned for Aug. 15*

Houston (Aug. 11, 2014) – Just five years after opening its first location, Pinot's Palette, the fast-growing paint-and-sip franchise known for providing guests with an entertaining evening of art and wine, has reached a new milestone with the opening of its 50th location in San Diego's Liberty Station development.

Dan Truckenbrod, a former F-18 pilot, and his wife Julie, both first-time business owners, opened the newest studio in the popular retail and commercial destination that was once a Navy training center.

"We are very excited to finally open the studio and let the creativity and wine flow," Julie said. "Liberty Station is a great fit for a Pinot's Palette studio due to the high foot traffic and because it's near so many other artistic and cultural venues. It makes the opening even more special to know that this represents such a milestone for the company."

The new studio, located at 2820 Roosevelt Rd., Ste 106, will host a grand opening for the public on Aug. 15 from 7 p.m. to 9 p.m. The celebration will feature giveaways for free art classes and prizes, catered light hors d'oeuvres and a tasting of the studio's featured wine selection.

"It's amazing to think how far Pinot's Palette has come from our first location," said co-founder and CEO Craig Ceccanti who, with Co-founders Charles and Beth Willis, launched the first Pinot's Palette studio in 2009. "None of this would have been possible without the dedication of our franchise partners and our talented corporate support staff."

California is the second largest market for the Pinot's Palette franchise concept, with ten locations throughout the state.

For more information or for event reservations at Pinot's Palette Liberty Station, visit PinotsPalette.com/LibertyStation or call 619-675-0058.

ABOUT PINOT'S PALETTE

Founded in 2009, Pinot's Palette is a pioneer of the paint-and-sip experience—a revolutionary way to enjoy art and wine, meet new people and bond with friends. With more than 90 locations open across the country and coming soon, Pinot's Palette is the fastest-growing paint-and-sip franchise in the country. At Pinot's Palette studios guests enjoy a no-experience-required art class—all supplies included—directed by trained, local artists, who guide guests step-by-step through a featured painting. By bringing fun, modern and creative ideas to events, Pinot's Palette curates a unique, rewarding experience while providing a worthwhile contribution to the community. For more information on Pinot's Palette franchising or to locate the nearest Pinot's Palette, visit www.Pinot'sPalette.com. Follow Pinot's Palette on Facebook at Facebook.com/PinotsPalette and Twitter at Twitter.com/PinotsPalette.

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