



ILLINOIS. MILE AFTER MAGNIFICENT MILE.

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ILLINOIS WINE FEATURED, PRAISED ON *THE TODAY SHOW*

CHICAGO - It has long been a well kept secret that Illinois is "wine country." Travelers in the know have been enjoying the fruits of the more than 90 wineries and over 450 vineyards located throughout the state. Thanks to a segment that aired on the fourth hour of the Today Show yesterday, the secret about Illinois wine is out to a national audience.

On Tues, Aug. 30, Today Show hosts, Hoda Kotb and Kathie Lee Gifford, participated in a taste test of wines produced from a variety of regions throughout the country. Master Sommelier Alpana Singh was the segment's guest and introduced both a red and wine produced by each of the featured states, making special mention of Illinois' prominent role in the industry. Both Kotb and Gifford chose Illinois white wines as their favorites and Kotb picked an Illinois red as her favorite among the other states featured.

"We could not be more pleased by the coverage and attention the Today Show segment has brought to the Illinois wine industry. It's great to see our many wineries and vineyards recognized in such a prominent way," said Illinois Office of Tourism Deputy Director Jan Kostner. "We appreciate Alpana Singh's expertise and advocacy of Illinois wine and we thank The Today Show for helping spread the word on these wonderful products."

To view the full Today Show segment, go online to
http://today.msnbc.msn.com/id/29054368/ns/today-kathie_lee_and_hoda/#44327627.

More information on Illinois travel can be found at the Illinois Office of Tourism's Web site,
www.enjoyillinois.com.

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Editor's Note: Media materials and downloadable images are available on the Illinois Office of Tourism online media center at illinoismediacenter.com. A downloadable video of the Today Show segment is also attached.

The Illinois Department of Commerce and Economic Opportunity, Office of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.