

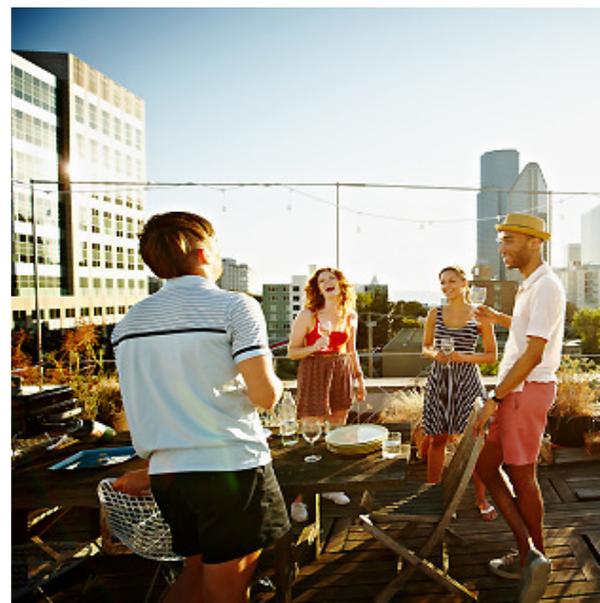


USA
TODAY

**USA
TODAY**
A GANNETT COMPANY
**10 BEST
CELEBRITY
WINE LINES**



flo...[®]
{FOR THE LOVE OF}



What is FLO®?

For the Love Of®... represents the journey through which we discover those things in life that fulfill us and make each experience a little better. It is a lifestyle company created by World-Renowned Jazz musician, Marcus Johnson in 2008 with the goal of changing how people enjoy their lives.

Flolosophy is a movement or a lifestyle framed to enhance our customers' lives and make each day a little better one sip, sound, social event at a time.

For the love® of life, self, happiness, passion, joy... love itself.

FLO® Trilogy is the branding platform which FLO® Brands grounded upon. It is comprised of three pillars of strategic focus:

Artistry, Spirituality, Strategy

The FLO® Mission is one of lifestyle enhancement. We strive to integrate our products in with people's everyday lives in order to better their experience. Our goal is to create a product-mix that enhances the consumer experience. FLO® Brands' products include the FLO® Wines, FLO® CD Series, FLO® Festivals and Concerts, FLO® Gift Baskets, FLO® Consulting and much more.

MAKING LIFE BETTER ONE SIP AND SOUND AT A TIME

Who is Marcus Johnson?

An independent Billboard-ranked musician and NAACP image Award-nominated jazz keyboardist and pianist. Marcus Johnson is also the CEO and Founder of FLO® Brands, LLC and more recently FLO® Wine, LLC. He has combined an eminently successful musical career with his love of wine by marrying the two in a unique endeavor.

Johnson's FLO® Brands, LLC, trademark is aptly titled For the Love Of®; LLC. FLO® began as a musical publishing, production, and lifestyle branding company to house all of Johnson's musical and entrepreneurial ventures. However the scope and reach of the company has expanded delving into winemaking, sourcing grapes and production in Napa, California. FLO® Brands launched FLO® Wines, LLC in March 2012. FLO® Wine is capturing the taste buds of wine-lovers from California to South Carolina. The brand was named to USA TODAY's Top 10 Celebrity Wine lines in 2014. To date FLO® Wine has over 200 retail partners in various states include Costco, Wal-Mart, Target, Whole Foods, Giant, Harris Teeter, Renaissance Hotels, Kroger, Aloft Hotels, Four Seasons Hotel Washington, DC, Farm Fresh, and Total Wine.

{FOR THE LOVE OF®}

OUR WINE COLLECTION HAS THREE VARIETALS WHICH ARE MADE FRESH IN NAPA VALLEY CALIFORNIA

MOSCATO

Fermented with a reduced amount of residual sugar, this slightly effervescent wine contains bright fruit notes of honeysuckle, melon, and orange blossoms.

It finishes with ripe apricots and delicate rose petals.

CHARDONNAY

A well-balanced, fruit forward wine that appeals to a wide audience.

A minimal amount of oak allows the bright fruit notes to stand out. This wine has a balanced acidity and rich finish.

RED BLEND

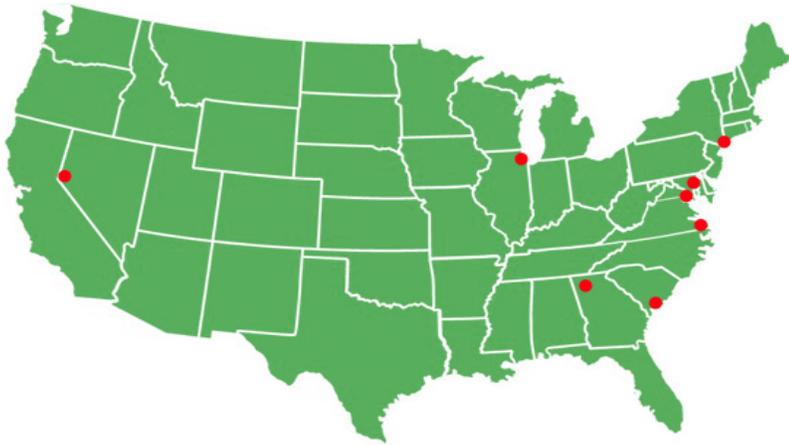
A smooth, silky Merlot and blended Cabernet Sauvignon to add a backbone and lengthen the finish.

Zinfandel contributes bright upfront fruit on both the nose and palate as well as a peppery finish.

2014 USA Today Top 10 Celebrity Wine Lines



FLO® WINE Retailer Locations



Find FLO® Wine at more than 200 retailers near you
<http://www.flobrands.com/#!find-flo-wine/c3ks>



FLO® WINE DISTRIBUTORS

Southern Wines and Spirits

www.southernwine.com (305)-625-4171

Locations: California, Illinois, Maine, Michigan,
South Carolina, Florida and Washington D.C.

Quintessential Wines

www.quintessentialwines.com

Virginia Imports (703) 823-1230

Location: Northern Virginia

Associated Distributors (757) 424-6300

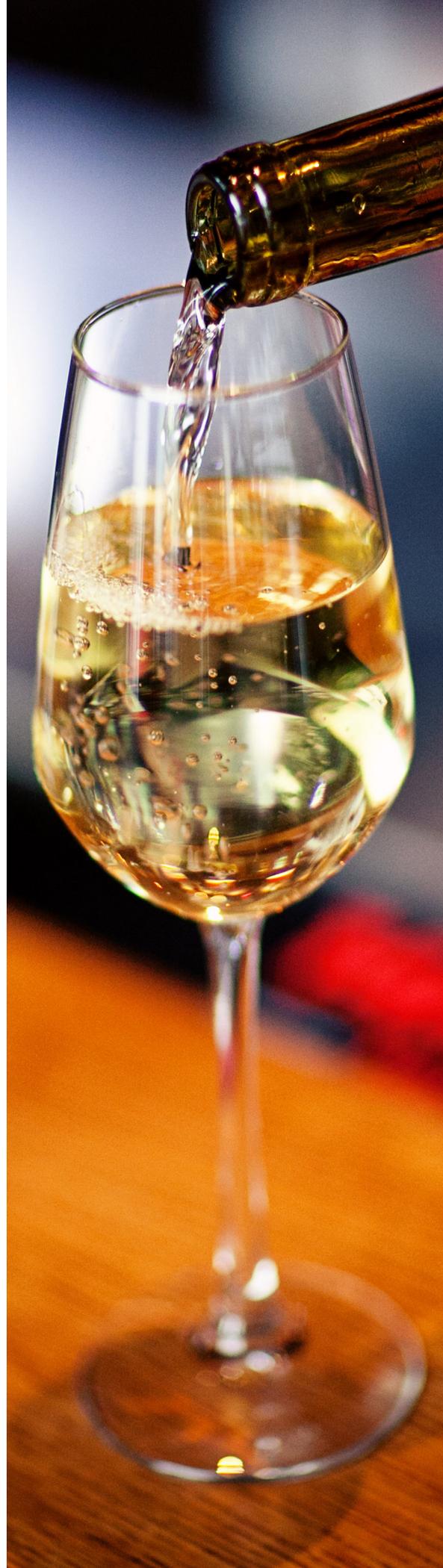
Location: Southern Virginia

National Distribution

Location: Georgia (404) 696-9440

New York Distribution

Location: New York (240) 479-9362



FLO® Lifestyle Enhancements

Sips and Sounds... As the owner and brand ambassador, Johnson launched a marketing initiative “Sips & Sounds” performances which marry music, wine and the For the Love Of® concept. It allows wine consumers to relax to soothing music while drinking their favorite FLO® wine.

FLO® Gift Baskets are seasonal gift baskets that are comprised of 2 bottles of FLO® wine, a Marcus Johnson original jazz CD and a customized message card. These baskets can be ordered online from www.winecountrygiftbaskets.com. They are a perfect gift for anyone.



FLO® Wine Tastings are offered by FLO®'s very own Wine Sommelier, Rob Piziali. Rob can educate wine drinkers on the various qualities of FLO® wines. To set up a wine tasting contact Rob at (202) 591-8187 or rob@flobrands.com.

FLO® Gift Paks are baskets that are custom made to order. They contain a combination of FLO® Wine, gifts, food, mixes and more. FLO® Paks can be shipped anywhere in the country. They make perfect gifts for family, friends, and co-workers. These Paks can be ordered at www.operahousegourmet.com/encore-flo.htm.

FLO® CD Series are collections of jazz music written and composed by Marcus Johnson. They are designed to match any mood that you're in. FLO® Chill, FLO® Standard, FLO® Romance, FLO® Holiday and all other Marcus Johnson original jazz music can be purchased online at www.cdbaby.com.

FLO® Wine Glasses are also available for sale for wine consumers to customize their wine drinking experience. Wine glasses are etched with the elegant FLO® logo. They can be purchased online at www.thankfullyyours.com/flo-wine-glasses.html.

FLO® Social Club is a loyalty/rewards program that allows Marcus Johnson and FLO® supporters (aka FLOyalists) special access to premier events. Being a member of FLO® Social Club provides exclusive event invitations, discounts on FLO® products, special promotional deals, and opportunities to give back to the community. Marcus Johnson prides himself on staying engaged with all of his followers, and this provides him an additional outlet to thank them for their continued support.

FLO® Foundation is a not-for-profit foundation started by Marcus Johnson that will provide resources to underprivileged youth and communities in the areas of mentoring, literacy, the arts, and economic empowerment. This may be accomplished through direct grants, educational blogs, and events hosted by the foundation.

Visit us at www.flobrands.com

Follow us on



Contact Us

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