

euphoria

a higher state of food, wine and music

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CONTACT:

Gina Boulware

Table 301

(864) 232-7007

gina@table301.com

SOUTHERN EXPOSURE ANNOUNCES 2008 DATE, HEADLINERS AND NAME CHANGE

Nationally Recognized Talent To Headline "Euphoria, a Southern Exposure Experience"

GREENVILLE, S.C., June 26, 2008 – The food, wine and music event known as "Southern Exposure" continues to evolve with a new name, expanded events and the addition of a fourth day. Now called "*Euphoria, a Southern Exposure Experience*", the third annual event is scheduled for Thursday, September 11th – Sunday, September 14th. The long weekend is full of activities, including multi-course wine dinners and cooking demonstrations by guest chefs, wine seminars and tastings, a Sunday jazz brunch and the popular "Taste of the South presented by Verizon Wireless", offering dishes from several Upstate restaurants, beverages and a concert by event co-founder Edwin McCain. This year, the event will kick off on Thursday night with a live performance by national recording artist and Grammy nominee Chris Issak, hosted by Euphoria partner, The Peace Center, in its Grand Hall.

Talented chefs from across the country will participate in this year's culinary events, including Anthony Amoroso, Executive Chef, "Michael Mina Bellagio" in Las Vegas; Shaun Doty, Chef & Owner, "Shaun's" in Atlanta; Rick Tramonto, Chef Partner, and Tim Graham, Executive Chef, "Tru" in Chicago; and Gray Kunz, Chef & Owner, "Grayz" in New York City.

In addition to musical performances by Issak and McCain, NYC jazz musician Mark Rapp will be playing at the Sunday Jazz Brunch, presented by South Carolina Bank and Trust. This marks the third straight year of involvement in the brunch for both SCBT and Rapp.

Along with the distinguished lineup of musical and culinary talents already signed on, the times for the Saturday afternoon's Grand Wine Tasting have been extended, beginning at 11:00 am and ending at 4:00 pm. The 2007 event featured more than 250 wines from 125 wineries, and 2008 will meet last year's tasting quantity and quality of offerings, including Rudd, Livingston-Moffett, Hall and Swanson. Wine seminars will be

lead by Certified Master Sommeliers.

“We’ve been extremely fortunate with the caliber of talent we’ve attracted to Greenville in the first two years, and year three is going to be just as amazing,” says Carl Sobocinski, event co-founder and partner, Table 301.

“The event just keeps on evolving,” adds Sobocinski. “We’re in year three now and continuing to make changes to make the event better and better. One of those was a name change, which we felt appropriate for a couple of reasons. Southern Exposure will now be the “umbrella” under which “Euphoria” falls. For one, this gives us the option in the future to expand our event offerings to raise more funds for grant opportunities. We also felt that the name may have given some the perception that the event would only feature Southern foods, wine and music – which is not the case when you look at our past and current participant rosters. We’ve brought guest chefs from all over the country, from South Carolina to New York, NY to Napa, California, and such great culinary hot spots as Washington, DC and Chicago, IL.; great wines from around the globe; national recording artists and musicians. And this year’s list of participants follows the same path; you will not want to miss it!”

All events will take place in downtown Greenville, with many area chefs and restaurants also participating in the wine dinners and chef demonstrations. Among the local restaurants participating are 33 Liberty, American Grocery, Devereaux’s, High Cotton, The Lazy Goat, Restaurant O and Soby’s.

Tickets are on sale now and range in price from \$45 to \$850. One major change in the ticket options this year is the individual sales of tickets to the Saturday night Guest Chef Wine Dinner series, previously available only through Weekend ticket packages. A ticket for the multi-course dinner with wine pairings will be \$125 per person. Ticket purchasers can select the dinner venue of their choice on a first come, first serve basis as each restaurant has limited seating available.

Additionally, VIP packages are available for \$850 and include admission to all of the weekend’s events, as well as entry to VIP receptions on Friday and Saturday and a driving experience at the BMW Performance Center.

Tickets for individual events are also available for several of the weekend’s experiences. All ticket options may be purchased at www.EuphoriaGreenville.com.

The Cliffs Communities, developer of private master-planned gated residential communities in the Carolinas, will serve as the event’s presenting sponsor. Additional organizations supporting the third annual event include South Carolina Bank & Trust, IMI Resort Holdings, Verizon Wireless, American Express, FIJI Water, Michelin North America and Wachovia. Proceeds will fund Local Boys Do Good, a non-profit entity that aids Upstate charities and organizations.

ABOUT GREENVILLE, SC

For those not familiar with the area, Greenville is a hidden gem in the South Carolina "Upstate" area. Most recently, you may have heard the buzz about "G-Vegas", as Renee Zellweger and George Clooney not only filmed the comedy "Leatherheads" all over town in 2007, but the A-listers returned just weeks ago to receive keys to the city and bring a little bit of Hollywood glamour to the upstate.

The award winning city is the perfect travel destination for families, couples, newlyweds or singles, looking to experience Southern hospitality at its finest. Situated at the foothills of the Blue Ridge Mountains, there is always something going on downtown with more than sixty restaurants and pubs centered around Main Street, a thriving retail business, the Peace Center for the Performing Arts, the Greenville County Art Museum, the Greenville County Library, and a number of private galleries and theatre venues.

In addition, there is fun for the whole family in Downtown with Falls Park on the Reedy, the Greenville Zoo, Fluor Field (a minor league division of the World Series' Champion Red Sox) and the BI-LO Center arena. Downtown Greenville's West End received the 2008 Governor's Cup award from the South Carolina Department of Parks, Recreation and Tourism due to its thriving tourist attraction and economic growth.

ABOUT EUPHORIA

Euphoria, a Southern Exposure Experience, is a multi-day food, wine and music event. It was co-founded in 2006 by restaurateur Carl Sobocinski and national recording artist and Greenville native Edwin McCain. Proceeds from Euphoria fund "Local Boys Do Good," a registered 501 c 3 non-profit group founded by McCain and Sobocinski to benefit charities and community organizations in the Greenville area.

To learn more about Euphoria, a Southern Exposure experience, please visit www.EuphoriaGreenville.com.