



FOR IMMEDIATE RELEASE

Contact: Jeff Barnell

[jeff@masilva.com](mailto:jeff@masilva.com)

707-236-1193

### Michael Riel Joins M.A. Silva Corks, USA as Chief Operating Officer

Santa Rosa, Calif. – Nov 10, 2010 - M.A. Silva Corks, USA appoints Michael Riel to the newly created position of Chief Operating Officer. Having lead companies in both the wine industry and in high technology, Riel brings to the company an exceptional set of leadership skills.

“M.A. Silva Corks, USA is perfectly positioned to meet the expanding needs of our customers,” stated Michael Riel, the new COO of M.A. Silva Corks, USA. “We have the expertise and infrastructure that allows us to deliver an ever increasing set of products and services.”



Mr. Riel worked most recently at Paul Hobbs Winery, where as General Manager for 5 years, he was responsible for the management of multiple wineries and brands, a custom crush program, and a wine imports company. Before relocating to Sonoma County, Riel co-founded a technology start-up funded by Fujitsu Siemens Computers. While serving as CFO/COO, the company achieved over \$30 million in product sales and more than 100 employees in 5 years. Michael Riel started his career in Munich, Germany for Siemens/Nixdorf, later relocating to Silicon Valley, where he ultimately assumed the role of Controller for a division of Siemens/Pyramid Technology.

Michael Riel comes to M.A. Silva Corks, USA with education and leadership experience in wine making operations, and finance. Having studied wine making through the UC Davis remote study program, Riel manages his Russian River vineyard. In addition to numerous domestic and international managerial and finance certifications, Riel completed his undergraduate studies in economics and English, and a Corporate Business Degree (comparable to an International MBA) while in Germany.

Based in Sonoma County California, M.A. Silva Corks, USA is a leading provider of premium natural wine corks to North American markets. Its certified quality-assurance program ensures that products provide unmatched visual, mechanical, and sensory characteristics along with impeccable customer service to winemakers seeking to produce the finest wine, sparkling wine, and spirits. With Forest Stewardship Council and PEFC certified facilities in Portugal and Northern California, M.A. Silva Corks, USA is committed to sustainability and eco-friendly operations. For more information about M.A. Silva Corks, USA visit [www.MASilva.com](http://www.MASilva.com) or call 877-689-7676.

###