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New Vina Robles Amphitheatre Receives Green Light from City

Paso Robles, CA—The Paso Robles Planning Commission and City Council has officially approved a proposed 3,300 seat boutique amphitheatre at the Vina Robles Hospitality Center in the heart of Paso Robles wine country, setting the stage for this distinctive venue to become the concert destination of choice for all of central California.

"I've always dreamed of seeing the live music that I love, with the people that I love in the place that I love, and now that dream is becoming a reality!" says project manager Tim Reed. "As a concert industry professional, I have had the privilege of building and operating some of the best concert venues on the planet and the Vina Robles Amphitheatre will be one of them."

The venue, nestled on a picturesque, oak-dotted hillside, will feature a combination of tiered seating and include fixed seats and VIP boxes, as well as a lawn area where general admission seating will guarantee a variety of ticket pricing options for concert-goers. Season pass and VIP ticket holders will be able to immerse themselves in the full concert experience through convenient access to luxury VIP Services. The highest service standards and amenities will be available; including, valet parking, VIP/artist reception area, and a first-class restaurant offering concert goers the opportunity to enjoy a gourmet dinner before viewing the performance from private viewing areas.

"Since the opening of our hospitality center in 2007, wine and the arts have always been a classic pairing here at Vina Robles," said the winery's managing partner Hans – R. Michel. "The amphitheatre project is just the next step that affords us the opportunity to showcase an even broader selection of artists from around the world and to make Vina Robles a premier destination within the Paso Robles wine region."

The winery plans to break ground in spring of 2012 and anticipates project completion not later than early 2013. The event season will run roughly seven months long, spanning from mid-May through mid-December. During the first years of operations, the facility plans on hosting approximately fifteen to twenty events in a given year. The proposed design of the project is consistent with the existing style of the hospitality center, which combines classic California Mission-style design with modern European elegance and reflects the winery's Swiss heritage.

Mr. Reed concluded with a declaration, as well as an invitation, to all central coast music lovers:

"This facility represents a new high-water mark for entertainment on the Central Coast and will forever change the local concert going experience – see you on opening night!"

Upon completion, the Vina Robles amphitheatre will become the premier outdoor entertainment destination between Santa Barbara and the Bay Area.

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