

The Wholesale Wine Business Assets of Truett-Hurst Have Been Acquired

MHT PARTNERS – THE PREEMINENT ADVISOR TO INNOVATIVE, NICHE MARKET LEADERS



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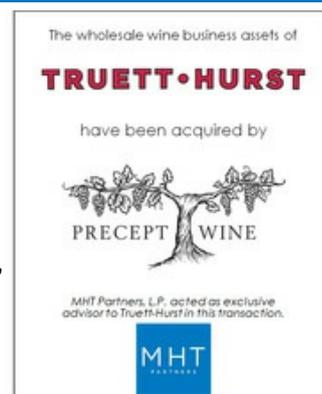
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MHT Partners is proud to announce that Truett-Hurst, Inc. ("Truett-Hurst" or "Company") (NASDAQ: [THST](#)) sold its wholesale wine business to Precept Brands LLC ("Precept").

Truett-Hurst's wholesale wine business consists of the Company's wholesale bottled wine inventory, brands, supplies and bulk wine inventory used for the Company's "control label" wine brands and related intellectual property. MHT Partners served as exclusive advisor to Truett-Hurst in this transaction.



The sale of the Company's wholesale wine business will allow the Company to focus all of its resources on its principal core brands of "Truett Hurst" and "VML" which are primarily sold at the Truett Hurst Winery in Healdsburg, to Wine Club members via direct shipments and to select retailers around the country.

Phillip Hurst, the Company's current Chief Executive Officer, has accepted the position of Chief Innovation Officer with Precept Brands as of November 1, 2018. Mr. Hurst will remain a board member of the Company. Paul Dolan, Truett-Hurst Co-founder and organic wine pioneer, will serve as the Company's interim Chief Executive Officer effective November 1, 2018.

Phillip Hurst states, "I look forward to serving as CIO and know that there are exceptional things in store for both Truett-Hurst and Precept. This transaction accomplishes very positive results for everyone involved, including wine enthusiasts. We're grateful for MHT Partners' unwavering commitment and persistent execution which were both key to getting this to the finish line. We definitely hired the right guys."

Patrick Crocker, Co-founder and Managing Director, MHT Partners, adds, "This deal had several twists and turns which is not unusual when a public company seller is involved, but at the end of the day we were able to catalyze a great outcome for the Truett-Hurst shareholders. We believe both Truett-Hurst and Precept are well positioned for continued success going forward."

Gavin Daniels, a Director at MHT Partners, commented, "We really enjoyed working with Phil and the broader Truett-Hurst team on this transaction. We look forward to the growth of the Truett-Hurst and VML brands under the leadership of Paul Dolan."

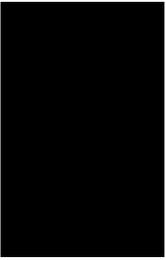
About MHT Partners

MHT Partners is a national middle market investment bank focused on representing innovative leaders in growth markets. The team at MHT Partners assists clients with seller advisory, acquisition advisory, corporate finance and strategic advisory assignments across a range of dynamic and growing industry verticals: business & information services; education; healthcare services and consumer growth.

The MHT Partners' team was led by [Patrick Crocker](#), [Tara Smith](#) and [Gavin Daniels](#).

About Truett-Hurst, Inc.

Truett-Hurst, Inc. (NASDAQ: [THST](#)) is a holding company and its sole asset is



the controlling equity interest in H.D.D. LLC, an innovative super-premium, ultra-premium and luxury wine sales, marketing and production company based in the acclaimed Dry Creek Valley of Sonoma County, California. Truett-Hurst, Inc. is headquartered in Healdsburg, California.