



WILLIAM J. MOSES
Chief Executive Officer

William Moses is currently the Chief Executive Officer of Kluge Estate Winery and Vineyard in Charlottesville, Virginia. Several years after retiring from the technology industry, Mr. Moses, who graduated with honors from the University of Virginia, relocated to the town where he attended college. With his background in Internet, broadband and sports, developing and running a state-of-the-industry vineyard and winery might seem a curious step, but there is more behind it than just a love of wine -- true love was the motivating factor. Originally in 2001 Mr. Moses stepped in to help his wife, Patricia Kluge, with her burgeoning vineyard and this quickly evolved into a full-fledged second profession. The couple's passion for wine, enthusiastic work ethic and ability to merge and execute their diverse ideas led them to work together full-time, further developing the brand and growing the business.

Previously based in PanAmSat's Greenwich, Connecticut corporate headquarters, Mr. Moses was the Senior Vice President of PanAmSat and President of NET-36, the company's satellite-based Internet broadcast network. Before joining PanAmSat, Mr. Moses was at IBM as the Vice President of Broadband Distribution where he co-authored the IBM digital media strategy and was responsible for developing and executing the company's corporate strategy in broadband industries. While at IBM, Mr. Moses also served as Vice President of Broadcast, Cable and Sports for the company's Global Telecommunications and Media Division. In that role, Mr. Moses also created and launched ventures that resulted in the PGA.com and NHL.com Internet sites, ushering the sports business and leagues into the new media age during the 1990s.

Mr. Moses' extensive experience also includes positions at Credit Lyonnais Securities Corporation, where he was responsible for the investment bank's media industry merger and acquisitions group in the United States and Europe. He was also Senior International Vice President for the NFL and at Time Life Films, Inc., where he served as the General Counsel and head of the legal department and business affairs for the company's first endeavor into the film and television industry.

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Mr. Moses, who earned a Juris Doctorate from the University of Pennsylvania, School of Law, has served on the Board of Directors of NHL Interactive Cyber Enterprises (NHL ICE) and PGA Interactive (PGA of America), both of which he established as IBM joint ventures. He is also an Associate on the International Council, National Academy of Television Arts & Sciences, a member of the Board of Directors of Commonwealth Public Television and the Albemarle County Police Foundation.

Virginia Governor Mark Warner appointed Mr. Moses to a two-year term on the Virginia Wine Board and named him to Co-Chair the Gubernatorial Wine Industry Study Commission in 2000. Subsequently, Mr. Moses was reappointed to the Virginia Wine Board by Governor Kaine and served as Chairman for the past six years.

With his growing role in the Virginia wine community and the expansion of Kluge Estate Winery and Vineyard, Mr. Moses and his wife look forward to the future. "We are in the midst of building an upscale wine community called Vineyard Estates on 511 of the property's 2000 acres. The goal is to bring the vineyard life to others. We are literally seeing the fruits of our labor becoming a family business with my daughter Kristin heading up the public relations and marketing departments," says Mr. Moses. "This will continue to be an exciting long-term family project for years to come."