

Wine.com Makes It Easy for Amazon.com Shoppers to Find and Buy Wine Online

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SAN FRANCISCO, May 4, 2005 /PRNewswire via COMTEX/ -- Wine.com, the Internet's largest online wine retailer, announced a relationship with Amazon Services, Inc. to be a featured partner on the Amazon.com Web site (www.amazon.com) to help shoppers easily find and buy wine online. Amazon customers will find links to Wine.com offerings in the Amazon.com Gourmet Food store (www.amazon.com/gourmetfood) and on the Amazon.com homepage.

George Garrick, CEO of Wine.com, said, "We are very excited about this opportunity to offer our vast selection of wines, wine clubs, and gifts to Amazon customers. The \$22 billion wine industry is one of the largest remaining consumer categories to develop online, and Wine.com has become the world's largest online wine store. For most occasions, buying online is a better way to buy wine, and this relationship makes online wine buying available to many more people."

Amazon.com shoppers can also take advantage of an introductory offer of \$10 off any order of \$50 or more at Wine.com.

This announcement comes after Wine.com posted a record year of sales in 2004, up more than 40% from 2003 with more than two million website visitors and over 100,000 customers who purchased more than 14,000 different wines. Wine.com also added retail distribution capabilities during 2004 in 10 new states, and now is able to direct-ship wines to 85% of the U.S. wine-consuming population in 36 states, plus the District of Columbia. With this expansion, Wine.com has the broadest reach of any wine store.

Significant product and marketing achievements for the year included the establishment of first-of-their-kind celebrity wine clubs with top golfer Ernie Els and famed NY Chef Rocco DiSpirito, plus national sales of Wine.com clubs and wine collections through cable TV.

"Our growth has continued to accelerate so far in 2005 on the heels of a record Q1," said Garrick. "Wine is one of the most exciting and fastest growing consumer goods categories, and we're excited to offer the convenience, expediency and comfort of online retail to even more wine consumers through our Amazon relationship."

About Wine.com

Wine.com is America's leading online wine store. Offering over 14,000 unique wines to 36 different states, D.C. and Japan, Wine.com offers the largest online selection of wines, wine clubs and collections, and gifts to the most people. Wine.com operates the world's most popular wine web site, and legally delivers wines to customer's homes or offices from numerous state-licensed distribution facilities around the U.S. Customers enjoy the convenience and power of Internet shopping from the privacy of their home or office, supported by extensive research and educational materials. For more information, visit <http://www.wine.com> .

SOURCE Wine.com

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