

WINE.Com Launches Wine.Com Logistics

Online wine leader to provide direct-to-consumer fulfillment services to wineries

SAN FRANCISCO, CA - 6/17/2009 Wine.com, the leading online wine store, has launched a new division, Wine.com Logistics, offering direct-to-consumer fulfillment services to wineries. The business, which will operate out of Wine.com's Berkeley, CA warehouse, will leverage Wine.com's scale, service capabilities and eleven year history delivering wine by-the-bottle to the end consumer.

Wine.com was founded in 1998 as eVineyard.com and in 2001 purchased the Wine.com name out of foreclosure from another business. Since then, the company has built its business by providing value to its consumers: great selection, low prices, convenient delivery and information that's impossible to replicate in a store. Wine.com Logistics will provide value to winery clients by offering high levels of service at competitive rates.

"We've been looking at this for some time," said Rich Bergsund, Wine.com CEO. "We already have warehouses and call centers, we've shipped millions of orders direct-to-consumer and we understand the importance of a great customer experience. Wine.com Logistics is a natural extension of our core business."

The company will provide warehousing, pick/pack/ship and call center support for winery wine clubs and daily orders placed by consumers with wineries. Inventory will be owned by the wineries and segregated from inventory owned by Wine.com for its retail business. Wine.com maintains a California ABC Type 14 public storage license in support of these services.

Leading the effort will be Mike Osborn, Wine.com Founder and VP Merchandising, as well as David Dô, VP Operations. Wine.com Logistics will be filling positions in sales and service as the business demands.

Wineries or other interested parties should contact Mike Osborn at press@wine.com.

About Wine.com

Wine.com is the nation's #1 online wine retailer, according to Internet Retailer magazine's annual ranking of websites by revenue, offering thousands of wines, wine gifts, gift baskets and monthly wine clubs. Wine.com's mission is to be the ultimate resource for wine enthusiasts, whether shopping for themselves or sending a gift, by offering a great selection, low prices, convenient delivery and helpful information. Wine.com is the world's most visited wine web site, according to research conducted by comScore Media Metrix. For more information, visit <http://www.wine.com>.