

Wine.com Ranked #1 Wine Website in World by the Bordeaux Business School

Internet Users in Seven Countries Rate Wine.com #1 in Every Performance Category
SAN FRANCISCO, CA - 7/19/2007

Wine.com, the nation's largest online wine retailer, has been ranked the #1 wine website in the world in a recent study conducted by the Bordeaux Business School in Bordeaux, France (www.bordeaux-bs.edu). The e-Performance Barometer study, first released at Vinexpo on June 20, is now available in English (www.wine.com/bordeaux-bs-study) and ranks the best retail wine websites as rated by Internet users in seven countries: France, Spain, Germany, the UK, Italy, Australia and the US.

Over 2800 Internet users completed an online questionnaire analyzing 28 sites from the same seven countries. In addition, 100 users per site were observed performing specific navigational tasks, such as purchasing wine. The study analyzed and ranked each site on seven performance criteria: information, product offering, site design, ease of use, security/privacy, interactivity/personalization and reliability. Wine.com was ranked #1 in every single category.

"Our entire team is excited about this ranking because, unlike some of the rankings we've seen published in the past, this study is based on an exhaustive, data-driven analysis of consumer preferences" said Rich Bergsund, Wine.com CEO.

"Our team is totally focused on delighting our customers, and while this is a nice recognition of a lot of hard work by our people, we've only just begun. You'll see a lot more innovation in the months and years ahead," added Mike Osborn, Wine.com Founder and VP Merchandising.

about wine.com

Wine.com is the nation's #1 online wine retailer, offering thousands of wines, wine gifts, gift baskets and monthly wine clubs. Wine.com's mission is to be the ultimate resource for the wine enthusiast, whether shopping for themselves or sending a gift. To this end, the company has been an innovator in providing online tools and content to make it easy and fun to discover and buy wine. 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>.