

WINE.com Launches Style Of Wine Enables Customers to Select Wine by Palate

SAN FRANCISCO, CA - 8/21/2009 Wine.com, the nation's #1 online wine retailer, today announced the introduction of Style of Wine. Wine.com is known for providing customers with information to enrich the online shopping experience; Style of Wine provides another way for customers to more easily select wine.

"Style of Wine is similar to a progressive wine list in a restaurant which allows customers to choose wine based on palate," said Michael Osborn, Founder and VP Merchandising at Wine.com. "We've tasted and categorized more than 1,000 wines by their style so far, with more coming every day."

Style of Wine categorizes red wines into four classifications, in a continuum: "Light & Fruity", "Smooth & Supple", "Earthy & Spicy", "Big & Bold". White Wines fall into three categories: "Light & Crisp", "Fruity & Smooth", "Rich & Creamy".

"We offer our online customers information that's impossible to get in a store," said Rich Bergsund, CEO of Wine.com. "In our stores, we have to choose whether to organize our wine by region or grape varietal. On our website the customer chooses – by region, varietal, price, professional rating, ratings source, vintage and now style of wine."

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>.