

Blue Nile CEO Joins Wine.com Board

SAN FRANCISCO, CA - 8/8/2007 - **Wine.com**, the nation's #1 online wine store, has appointed Blue Nile CEO and Founder Mark Vadon to its board of directors. Blue Nile (Nasdaq: NILE), is the leading online retailer of high-quality diamonds and fine jewelry. Vadon co-founded Blue Nile in 1999 and led the company through an initial public offering in May 2004. Before Blue Nile, he was a consultant with Bain & Company. He holds a B.A. from Harvard University and an M.B.A. from Stanford University.

"Mark has done an extraordinary job building Blue Nile into a major, publicly traded e-commerce leader," said Rich Bergsund, CEO of Wine.com. "There is no one better qualified to help Wine.com grow profitably in the months and years ahead."

"I've been a Wine.com customer for some time, and I've found their combination of information and online tools to be compelling," said Vadon. "I'm excited to help Rich transform Wine.com into a leading online retailer."

about Blue Nile, Inc.

Founded in 1999, Blue Nile is the leading online retailer of diamonds and fine jewelry. It has built a well respected brand by providing consumers with a better way to buy diamonds and fine jewelry. Blue Nile has established some of the highest quality standards in the industry and provides consumers with in-depth educational materials and unique online tools that place consumers in control of the jewelry shopping process. The Blue Nile websites showcase thousands of independently certified diamonds and fine jewelry at prices significantly below traditional retail. Blue Nile can be found online at www.bluenile.com, www.bluenile.ca and www.bluenile.co.uk. Blue Nile's shares are traded on the Nasdaq Stock Market LLC under the symbol NILE.

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>.