

Wine.com opens retail store in Berkeley, California

SAN FRANCISCO, CA - 11/20/2007 - Wine.com, the #1 online wine store, announced today it has opened a retail store at its Berkeley, CA warehouse location. The store, located at 2220 4th Street, two blocks south of University Avenue and just off highway 80, offers immediate access to hundreds of Wine.com's best wines from all over the world, at great prices, plus additional access to wine and gift baskets within the adjoining 80,000 square foot warehouse where its gift assembly business is based. The company will feature wine and wine lists popular on its website, such as a list of "90 point rated wine under \$20" for the budget-conscious or its "collectible" list for the connoisseur. Customers with questions about the store or store hours can call 510-704-8007.

"While Wine.com is and always will be focused on our core Internet sales channel," said Rich Bergsund, Wine.com CEO, "our new warehouse location and format created an opportunity to offer our Northern California customers another way to shop for and enjoy wine and wine inspired gifts. Gwendolyn Wilson, a veteran wine educator, will be running the store and providing the wine expertise and recommendations our customers have come to expect from Wine.com."

"This gives us two retail locations, in California and Connecticut, both adjacent to our warehouses in those states," said Mike Osborn, Wine.com Founder and Vice President of Merchandising. "By meeting our customers face-to-face, we are finding we can better understand them and their needs, which helps us better meet those needs on the Wine.com website."

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>.