

## **Wine.com Launches 2009 Bordeaux Futures Program for Collectors and Everyday Consumers**

*Leading Internet Wine Retailer Partners with Esteemed Negotiant Patrick Baugier  
of Capital Millesime to Secure Fine Wines in Landmark Year for Bordeaux*

**Tuesday, 27 April 2010** – Wine.com, the leading online wine retailer in the U.S., today announced the launch of its 2009 Bordeaux Futures program, which will give consumers access to collectible French wines. The company, in partnership with Patrick Baugier, leading Bordeaux negociant and President of Capital Millesime, is selling fine wines from more than 50 Bordeaux producers that will be bottled and delivered to buyers in 2011. The 2009 release is believed to be one of the highest-quality vintages of the last century.

Wine.com will begin releasing its initial selection of 2009 Bordeaux futures later this week, and will continue announcing new wines and prices on a rolling basis as the market releases.

"Since I personally entered the Bordeaux business nearly 40 years ago, there have only been a few iconic, drop-dead vintages and I am firmly resolved that 2009 is one of the greatest of all time for Bordeaux," said Anthony Foster, Master of Wine and international expert on Bordeaux. "Weather conditions were perfect, and the wines show extraordinary balance, concentration and complexity. With so much attention on 2009 Bordeaux, and demand from around the world, collectors can be assured these futures will sell quickly."

"My family has been bringing exceptional, classified Bordeaux wines to new markets for nearly 200 years," said Patrick Baugier, President of Capital Millesime and long-time partner of Wine.com. "We are proud to extend our family legacy to the internet through a high-quality wine retailer like Wine.com."

"Like the stock market, the concept of buying Bordeaux futures can be intimidating because you are betting on the quality and future value of wines that are still in a barrel," said Michael Osborn, Founder and Vice President of Merchandising at Wine.com. "2009 Bordeaux is shaping up to be an incredible vintage, and we are partnering with seasoned and influential professionals in the region to sell an excellent selection at competitive prices, direct to consumers."

Osborn added, "Our futures program is transparent and secure, to make purchasing Bordeaux futures accessible to both a skilled collector and the average consumer who loves to drink great wine. We are thrilled to be offering these wines during a landmark year for Bordeaux."

### **How the Wine.com 2009 Bordeaux Futures Program Works**

**The Selection Process:** In April 2010, Osborn, Foster and Baugier, traveled to Bordeaux to participate in private trade and press tastings, evaluating the 2009 vintage from more than 400 chateaux. Wine.com entered the futures selection process and narrowed its offering to about 50 well-known chateaux including Chateau Lafite Rothschild, Chateau Pavie, Chateau Leoville Las Cases, Chateau Cheval Blanc, and a number of lesser-known names such as Chateau Olivier and Chateau La Couspaude.

**Pricing:** From late April through early June, each chateau will release its pricing and allocations. In turn, Wine.com will announce its prices to consumers via email alerts and on Wine.com. New allocations will be released and prices will be updated on a rolling basis.

**Purchase & Delivery:** Customers may purchase 2009 Bordeaux as soon as pricing is released on Wine.com and before any appreciation occurs. All sales will be on a first come, first serve basis. Wines will be delivered as they are shipped from each chateau, most in the fall of 2011. Wine.com will keep customers updated on the status of their deliveries via email updates and its website.

**About Capital Millesime, SAS**

Capital Millesime, in the essential tradition of the great Bordeaux houses, is a negociant-eleveur specializing in grands crus classes. Capital Millesime is one of the primary buyers of Bordeaux futures and distinguishes itself from other negociants by buying and storing the wines rather than passing them through without gaining possession. Capital Millesime's financial capacity allowed it to build vast stocks of Grands Crus Classes and, in addition, other chateaux are rigorously selected and complemented by an exclusive offering of Grands Crus second labels. Service, rapid response and a business-oriented character establish their qualifications. Capital Millesime ensures management driven by performance, reliability and confidence. Inventories are held in a temperature controlled warehouse and shipped in climate controlled vehicles.

**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. The Wine.com 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 the company's website at <http://www.wine.com>, its blog at <http://blog.wine.com/>, on Facebook at <http://www.facebook.com/winecom> and on Twitter at [http://twitter.com/wine\\_com](http://twitter.com/wine_com).