



****For Immediate Release****

Marshall Monroe MAGIC Pushes Mobile Platform Boundaries With The Development and Launch of iPad™ App For Wine.com.

New App brings MAGIC To Wine Buyers Experience With Wide Selection, Comprehensive Information On Wine and Social Media Interaction.

November 19, 2010 - Albuquerque, NM - Marshall Monroe MAGIC announces the culmination of a strategic mobile initiative beginning with the launch of the wine.com app for Apple's iPad™. The revolutionary new app offers a multi-touch shopping and content experience that delivers rich information on thousands of wines.

The wine.com app had 2000 downloads in its first two days, with enthusiastic reviews and social media word-of-mouth spreading quickly. Wine lovers enjoy the easy-flowing touch screen interface that allows them to swipe through thousands of wine labels in a comprehensive dashboard view. A simple click on the label brings up a magazine-like page that includes critical acclaim, ratings of the wines and pedigree specifics. They also see the winery background, region, varietal, and even an interactive geo-location tour that adds fun and fact to their mobile experience. Smart filters let users quickly find the perfect wine, then save or buy and ship orders directly from the app.

"We set out to create the richest, most comprehensive wine shopping experience imaginable for iPad users, building on what Wine.com already does well on the web," said Marshall Monroe, Chief Creative Officer of Marshall Monroe MAGIC, "Through our patent-pending Permu•Station™ mobile shopping technology, we've taken advantage of the iPad's multi-touch interface and dazzling display to deliver on this promise. And of course, users can expect even more features in the coming months."

"Marshall Monroe MAGIC combines breakthrough creative visioning with a rapid and agile development capability," said Rich Bergsund, President and CEO of Wine.com. "They have been an ideal resource in our fast moving and evolving consumer sector."

To find out more information on the new WINE.com app for the iPad™, visit <http://www.marshallmonroemagic.com/press/wine>.



Media Contact

Jenny McLaury
Media Communications
Marshall Monroe MAGIC
office@marshallmonroemagic.com
505.797.0300

Media Contact

Mark Lusk
Marketing
ONdO™ Marketing Solutions
marklusk@comcast.net
615.248,7866 x105

About MMMAGIC

Marshall Monroe MAGIC is a nationally known innovation and advanced design studio pioneering a new class of professional services including rapid development initiatives like the official wine.com app for the Apple iPad™. Internationally focused, the firm brings their creative development skills, talents and tools to bear on visioning, mission transformation, and grand strategic challenges with organizations worldwide. CEO and founder Marshall Monroe holds 14 patents and is the author of two books on the topic of applied imagination: "Dream Too Big?" and "Invent Now!". Monroe is a well-known speaker on the topics of Creativity, Professional Innovation, Leadership, Communication, and Storytelling. For more information visit www.marshallmonroemagic.com.

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 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.

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