



## **Wine.com Launches the Ultimate iPad™ App for Wine Lovers** *Revolutionary Multi-Touch Shopping Experience Delivers Rich Information on Thousands of Wines*

SAN FRANCISCO, Calif. – Nov. 17, 2010

[Wine.com](#), the #1 online wine retailer, today announces its [free app for the iPad](#). The app features a visually stunning, innovative “Label Flow” interface where users swipe through thousands of wine labels in a comprehensive dashboard view. Clicking on a label brings up a magazine-like page that includes critical acclaim and pedigree specifics, winery background, region, varietal and even an interactive geo-location “tour.” Smart filters let users quickly find the perfect wine, then save or purchase and ship orders directly from the app.

“Our new iPad app is a sensory-rich, immersive shopping experience for wine novices and experts alike,” said Rich Bergsund, President and CEO of Wine.com. “We are thrilled to bring the things Wine.com is known for – wide selection, low prices, convenient delivery, great information – to a mobile environment in time for the holiday shopping season.”

Wine.com’s iPad app includes:

**A Personal Wine Cave:** Save bottles to “My Cave” for future reference, review and sharing. Make notes, share with friends on Facebook, or add products to your cart for purchase. All items in the Cave sync to your Wine.com account online.

**Geo Wineries:** Learn about where a wine comes from, or explore a wine region using vivid touch screen maps from Google overlaid with winery information from Wine.com.

**Shop and Ship:** Known for reliable shipping and unparalleled customer service, Wine.com has made its award-winning e-tail experience mobile. A special “Gifts” section features hundreds of gifts sorted by type, occasion, and price. Add any item to your cart and check out directly from the iPad app.

**Access to Deals, Steward-Ship, Promotions and Wine.com News:** Wine.com offers nearly daily deals and promotions to its customers. Shipping discounts, product promotions and its famous list of 90-point wines under \$20 list are featured in the app’s “Deals” section. Here, customers can also sign up for the popular Steward-Ship™ program and get unlimited 1-year shipping for \$49. In the “News” tab, get direct access to Wine.com’s official [blog](#), updated weekly.

“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](#), Wine.com’s iPad app developer-partner. “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.”

**For More Information:**

Visit the [Wine.com press room](#)

[iPad App demo video](#)

Visit the [Wine.com Blog](#)

YouTube: [www.youtube.com/winedotcom](http://www.youtube.com/winedotcom)

Facebook <http://www.facebook.com/wine.com>

Twitter [@wine\\_com](http://twitter.com/wine_com)

**About MMMAGIC**

[Wine.com](#)’s developer partner is [Marshall Monroe MAGIC](#), a nationally known innovation and advanced design studio whose clients include Intel, HBO, and Spaceport America with Virgin Galactic. Marshall Monroe is a visionary conceptualizer who spent 14 years as a creative executive with the Walt Disney Company.

**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 online at <http://www.wine.com>, <http://blog.wine.com/>, <http://www.facebook.com/winecom> and [http://twitter.com/wine\\_com](http://twitter.com/wine_com).

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