



Wine 2.0(TM) Uncorks New Investment in Joint Venture

Posted: Thu, 28 Feb 2008 12:03:06 GMT

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Category: Press Release

NAPA, Calif., Feb. 28 /PRNewswire/ — Wine 2.0 announces J. Smoke Wallin, Co-Chair and Founder of Wine Industry Technology Symposium (WITS), the leading wine and technology focused trade show, will join and co-chair Wine 2.0, the two year-old wine trade and consumer expo owned by RadCru Inc.

Wine 2.0 represents the future of the wine industry with a consumer trade show and a networking group with online and real world components. The Wine 2.0 events highlight leading edge companies focused on various categories including winery direct sales, online wine retailing, community driven e-commerce and education and virtual wineries. With a unique focus on the consumer, Wine 2.0 has hosted over 1,000 wine trade and consumer advocates, and more than 150 wine technology companies and/or wineries at their first three events. Wine 2.0 has over 10,000+ registered wine consumer and technology enthusiasts interested in wine and wine trade events from over 50 countries on their website.

Dates for 2008 events: Wine 2.0 San Francisco Soiree at CrushPad April 24th Wine 2.0 New York Expo to be held in New York City in Fall 2008 (date and location to be announced soon).

“Wine 2.0 is the dominant brand name and trade event for the next generation of technology companies and consumer advocates, who are rethinking how wine is made, marketed and sold both on and off line. Wine 2.0 is the leading performer with a high quality trade, education and consumer focused platform. I look forward to helping make Wine 2.0 and Wine 2.0 Expo the best wine and consumer focused trade group and conference in the U.S.,” said J. Smoke Wallin, Co-Chairman.

Wine 2.0 also announces the initial Advisory Board members, including: — Anthony Dias Blue, CEO Patterson’s The Tasting Panel Magazine, and San Francisco International Wine Competition; — Jason Eckenroth, CEO Six88 Solutions; — Pat Roney, CEO Girard Winery and Windsor Vineyards, former CEO of Dean and Deluca; — Michael Brill, CEO CrushPad; — Daryl Groom, CEO Groom Wines and former VP-Winemaking at Jim Beam Wine Estates; — Gary Vaynerchuk, the star of Wine Library TV, and Director of Operations at Wine Library — **Cameron Hughes, CEO Cameron Hughes Wine;** — Sam Spencer, CEO, Spencer Roloson Winery; — Eric Levine, CEO Cellartracker; — Alyssa Rapp, CEO Bottlenotes; — Philip James, CEO Snooth; — Dick Klein, CEO eWinery Solutions — A number of key additional members are being confirmed

A selection of companies and wineries who have participated in past Wine 2.0(TM) events include, 688 Solutions, Americanwinery.com, Appellation America, Bottlenotes.com, Calwineries.com, Corkd.com, CrushPad, eWinery Solutions, Inertia Beverage Group, Openbottles.com, RadCru.com, Snooth, Vinqure, and Wine Library. Winery innovators have included Cameron Hughes Wine, Concanan Vineyard, Cannonball Wine Company, Dashe Cellars, Girard Winery, Halleck, Fosters Wine Estates, Spencer Roloson, Three Thieves, Twisted Oak, Windsor Vineyards and a host of others.

“We are excited to have Smoke Wallin on board and look forward to continuing the growth of Wine 2.0. Smoke brings much appreciated vision, resources and relationships to us in addition to his wine industry and trade show experience. We believe Smoke along with our world class advisory board will help take Wine 2.0 to the next level!” Cornelius Geary, Founder and Co-Chairman of Wine 2.0(TM) and CEO RadCru Inc.