



FOR IMMEDIATE RELEASE

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**WINE 2.0™ ANNOUNCES WINE 2.0 EXPO SAN FRANCISCO
PRESENTED BY CRUSHPAD, APRIL 2ND, 2009**

Event Features Cutting Edge Wine Industry Start-ups And Wineries From Around The World, Plus Over 1,000 Wine And Tech Lovers In One Exciting Event Timed To Coincide Again With O'Reilly Media's Web 2.0™ Expo

San Francisco, CA (NEWSWIRE), February 19, 2009, Wine 2.0, the innovator in social networking and events in the wine industry, today announced that Wine 2.0 Expo San Francisco will be held on Thursday April 2nd at Crushpad urban winery. Crushpad will again host the 3rd annual San Francisco event which is being held during the leading Web 2.0 Expo conference. Last year Wine 2.0 Expo San Francisco hosted over 1,000 wine and technology lovers for an exciting evening of world-class wines and networking around cutting-edge Wine 2.0 start-up companies.

What: Wine 2.0 Expo San Francisco

When: Thursday April 2nd from 7 pm to 10 pm

Where: Crushpad, 2573 3rd Street, San Francisco, CA 94107

Cost: Advance Purchase Tickets are \$45 per ticket or 2 tickets for \$70

Day of tickets \$60 per ticket, VIP tickets for \$125.00

Wine 2.0 Expo San Francisco tickets can be purchased online at:

www.winetwo.eventbrite.com.

“Wine 2.0 Expo San Francisco is the West Coast showcase for the emerging companies and wineries that are reinventing how wine is made, marketed or sold. These forward thinking

companies, combined with new players from the web 2.0 space are the cutting edge of wine sales and promotion.” said **J. Smoke Wallin, Chairman of Wine 2.0**. “We are very excited to have the strong support of leading industry players like Crushpad and new early adopters like Robert Oatley Vineyards and Hahn Family Wines which both recently signed on as a Wine 2.0 Cornerstone sponsor for the 2009 season.”

Wine 2.0 represents the future of the wine industry with a consumer trade show and a networking group combining online social networking and real world components. Wine 2.0 events highlight leading edge tech companies focused on various wine categories including winery direct sales, online wine retailing, community driven wine reviews, and online winemaking. Wine 2.0 has hosted over 3,500 wine trade and consumer advocates, 250 wineries, and more than 150 wine focused technology companies at their events since inception in 2006. Currently, Wine 2.0 has registered over 20,000 members across various social media networking platforms from over 90 countries.

Wine 2.0 San Francisco will be held from 7 pm – 10 pm on Thursday April 2nd at Crushpad, 2573 3rd Street, San Francisco, CA 94107

Some of the companies attending past Wine 2.0 Expo’s include:

AmericanWinery.com, Bibola.com, Binends, Bottlenotes, C. Donatiello Winery, Camacho Cigars, Cameron Hughes Wine, Charles Krug, Chateau St. Jean, City Winery New York, CNET, Compli, Corkeeper, Cornerstone Cellars, Crushpad, Cruvee.com, Cycles Galdiator, Due Vigne, Eventbrite, eWinery Solutions, Fantasca Estate, Faust, FirstMark Capital, Foster’s Wine Estates, Francis Ford Coppola Presents, Fulcrum Wines, Gary Vaynerchuk, Glasshalffull.com, GoodGrape, Grant Street Vineyards, Greatfood.com, Greenhill, Hahn Estates, Highflyer Wines, Hinman Carmichael, iSante, KRON4, Kyte, Lenndevors, Magito, Michael David, Modus Operandi Cellars, Mutineer Magazine, New Zealand Wine, Ning, Oriel Wines, Orrick Law, POSLive, RadCru.com, Raymond Vineyards, Redeye Bloody Mary, Robert Oatley Vineyards, San Francisco International Wine Competition, ShipCompliant.com, Spencer Roloson, St. Supéry, Steelpoint Capital Partners, Stormhoek, TastingMaster, The Tasting Panel Magazine, Three Thieves, Thrillist, Twisted Oak Winery, Twittertastelive, Vator.tv, Veramonte, Vinecandy.com, Vinography.com, Vinivillage.com, Web 2.0 Expo, Wine and Spirits Magazine, Wine Business Monthly, Wine Tasting Network, WineLibrary.tv, Winelog.net, WinePod, Wines and Vines Magazine, WineSnob, Winetastetv.com

About Wine 2.0™ - “Blending the Line Between Wine & Technology”

Wine 2.0™ is the innovator in social networking and events in the wine industry. With a focus on the next generation wine consumer, Wine 2.0 breaks down the barriers to learning about, experiencing, and enjoying wine. Wine 2.0 events feature a rich diversity of world class wines and the newest generation of emerging technology companies, services and communication tools that are changing the world of wine. (Get Social at www.winetwo.net)

Wine 2.0 has a limited number of Cornerstone “Whole Season” Sponsorships available in key product and service segments. Contact Cornelius Geary at Cornelius@winetwo.com or via phone at (415) 596-1191 for information on available sponsorship packages.

About Crushpad

Crushpad is custom winemaking service with locations in San Francisco and Napa, whose over 5,000 clients include professional winemakers, wine enthusiasts, fine wine retailers and restaurants. Crushpad specializes in small-lot, luxury wine production from California, Oregon and Washington's most notable vineyards. The company was founded in 2004 by wine industry veterans and technology industry refugees determined to liberate winemaking from its traditional stereotypes of impossible wealth, expansive chateaus and Golden Retrievers.

For more information about Crushpad, call 415-864-4232 or visit <http://www.crushpadwine.com>.

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