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WINE 2.0 ANNOUNCES ANTHONY DIAS BLUE AND THE BLUE LIFESTYLE ORGANIZATION AS STRATEGIC PARTNERS FOR WINE 2.0 NEW YORK EVENT

Double Gold Winners from the San Francisco International Wine Competition to Pour at the Wine 2.0 New York Reserve and VIP rooms

New York, NY (PRNEWSWIRE) September 2, 2008 – Wine 2.0 announces that Anthony Dias Blue and Blue Lifestyle have signed on as major event partners for Wine 2.0 New York joining The Wine Tasting Network, Web 2.0 Expo, Webster Hall Digital and Wine Library TV as major event sponsors.

A James Beard Foundation Award–winner, **Anthony Dias Blue**, is one of the most influential wine, food and lifestyle personalities in the United States. His work in various media is circulated to more than 30,000,000 global consumers each month. He can be found in print periodicals, on television and radio, in bookstores and in cyberspace.

Wine 2.0 New York, timed to coincide with the leading Web conference Web 2.0 Expo will again host over 1,000 wine and technology lovers in an exciting evening of world-class wines and cutting-edge Wine 2.0 startup companies. Wine Library TV star Gary Vaynerchuk will host a live podcast of his show.

“Wine 2.0 New York, is the perfect venue for us to introduce the award winning wines from the San Francisco International Wine Competition” said **Anthony Dias Blue**. He continued, “I have been in and around the wine industry for a long time, and Wine 2.0 is creating a whole new level of excitement among the next generation wine consumer. I’m pleased to be a part of their Advisory Board and the New York event.”

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. Wine 2.0 events highlight leading edge tech companies focused on various wine categories including winery direct sales, online

wine retailing, community driven wine ratings and online education and virtual wineries. With a unique focus that blends both trade and consumer, Wine 2.0 has hosted over 2,000 wine trade and consumer advocates, and more than 150 wine focused technology companies and wineries at their first four events in San Francisco. Online, Wine 2.0 has registered over 15,000+ wine consumer and technology enthusiasts interested in technology, wine and wine trade events from over 50 countries on their website at (www.winetwo.com).

J Smoke Wallin, Chairman of Wine 2.0 said, “Wine 2.0 is very pleased with our new partnership with Anthony Dias Blue. Wine 2.0 loves to team up with world class groups like Andy’s as we serve as the connector between the wine trade and the next generation of wine consumer.”

About Wine 2.0™

Wine 2.0™ is the innovator in social networking and events in the wine industry. Wine 2.0 focuses on the next generation wine consumer and breaks down the barriers to learning about, experiencing and enjoying wine. Wine 2.0 events feature the newest generation of emerging technology companies, services and communication tools that are changing the world of wine. (www.winetwo.com)

About Blue Lifestyle™

Blue Lifestyle is the home of James Beard Foundation Award–winner **Anthony Dias Blue**, one of the most influential wine, food and lifestyle personalities in the United States. His work in various media is circulated to more than 30,000,000 global consumers each month. He can be found in print periodicals, on television and radio, in bookstores and in cyberspace.

As a lifestyle consultant, Anthony Dias Blue is a highly sought-after commentator on wine and food, travel and hotels, sales and marketing, and leisure industry trends. Combining a winning personal style with a broad range of experience and authority, he has been honored with the prestigious Communicator of the Year award from the International Wine and Spirits Competition in London.

Anthony Dias Blue is the Executive Director of the [San Francisco International Wine Competition](#), the largest and most influential wine judging event in the United States, and the Founding Director of its sister event, the [San Francisco World Spirits Competition](#).