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**WINE 2.0™ ANNOUNCES WINE 2.0 NEW YORK PRESENTED BY
WEBSTER HALL DIGITAL, SEPTEMBER 18TH, 2008**

Wine 2.0 New York Hosted By WineLibrary.tv Star Gary Vaynerchuk

**Event Features Cutting Edge Wine Industry Start-ups, Wineries From Around The World,
And Over 1,000 Wine And Tech Lovers**

New York, NY (PRNEWSWIRE) July 24, 2008 – Wine 2.0 announces Wine 2.0 New York Presented by Webster Hall Digital, will be held on September 18th at Webster Hall, and hosted by Wine Library TV (www.winelibrarytv.com) star Gary Vaynerchuk who will be live podcasting his show from the event. Wine 2.0 New York, is being held during the leading web conference Web 2.0 Expo. Wine 2.0 will again host over 1,000 wine and technology lovers for an exciting evening of world-class wines and networking around cutting-edge Wine 2.0 startup companies.

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 ratings, online education and virtual wineries. 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. Wine 2.0 has registered over 15,000 wine consumer and technology enthusiasts interested in technology, wine and wine events from over 50 countries on their website at www.winetwo.com.

“Wine 2.0 New York is the 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 excited to have the strong support of our key partners including Webster Hall Digital, Wine Library TV and Web 2.0 Expo”, he continued.

Wine 2.0 New York sponsors include WineLibrary.tv, Cameron Hughes Wine, Corkd, eWinery Solutions, Foster's Wine Estates, AmericanWinery.com, RadCru, Snooth and The Tasting Panel magazine with many more wine and tech industry companies and wineries.

Wine 2.0 New York is presented by Webster Hall Digital, the digital media arm of the recently landmarked entertainment venue. Located in New York City's famous East Village, Webster Hall was built in 1886 and is the country's first modern nightclub. It has 4 floors of dynamic entertainment space, performance stages, dance floors and luxurious lounges housed within one of New York's most historic and beautiful buildings.

Wine 2.0 partner companies and wineries include among others: AmericanWinery.com, Appellation America, Bottlenotes.com, Calwineries.com, Corkd.com, Crushpad, eWinery Solutions, Inertia Beverage Group, Openbottles.com, RadCru.com, ShipCompliant.com, Snooth, Vinquire, and Wine Library, Winelog.net and WinePod. 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.

About Wine 2.0™

Wine 2.0™ is creating a family of web based and live experience based businesses providing value added services for the wine industry and wine consumers with specific focus on the next generation wine consumer. Wine 2.0 events feature the newest generation of emerging technology companies, services and communication tools that are changing the world of wine by focusing on various categories including winery direct sales, online wine retailing, community driven ecommerce, education and virtual wineries. Wine 2.0 has hosted thousands of wine trade and consumer advocates, and over 150 wineries and wine technology companies at numerous events since its founding. (www.winetwo.com) Tickets go on sale online only August 1, 2008.

About Wine Library TV

Wine Library TV (www.winelibrary.com) is changing the wine world! What motivates this revolution, you ask? The movement seeks to break down the barriers, stereotypes, and misperceptions that otherwise prevent people from exploring and enjoying the exciting and rewarding world of wine. Gary Vaynerchuk (VAY NER CHUK), the star of Wine Library TV, is Director of Operations at Wine Library in Springfield, NJ. With his unconventional, often irreverent commentary on wine, Gary has attracted a cult-like following of more than 80,000 viewers a day. In the name of "expanding one's palate", Gary convinced Conan O'Brien to lick salted rocks and shared samples of dirt and grass with Ellen Degeneres. He also released his first book in May of 2008 entitled *101 Wines Guaranteed to Inspire, Delight, and Bring Thunder to Your World*.

About Web 2.0 Expo

Web 2.0 Expo, co-produced by TechWeb (formerly CMP) and O'Reilly Media, Inc., showcases the latest Web 2.0 business models, development paradigms and design strategies for the builders of the next-generation Web. This annual multi-track conference brings together people, ideas, connections, contacts, products, and companies to foster stronger Web 2.0 communities. Web 2.0 Expo events occur in San Francisco, New York, Europe and Tokyo and feature influential keynotes and speakers, detailed workshops, an Expo show floor, a Web2Open unconference and rich networking events. The inaugural Web 2.0 Expo New York will take place this September 16-19 at the Javits Center. For more information, please visit: <http://www.web2expo.com/ny>).