



**FOR IMMEDIATE RELEASE**

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**WINE 2.0 ANNOUNCES PARTNERSHIP WITH NING AND LAUNCH OF NEW WINE 2.0  
SOCIAL NETWORKING SITE WWW.WINETWO.NET**

**New Wine 2.0 Social Network Has Consumer And Wine Trade Members From Over 30 Countries  
And Connects Members With Leading Edge Wine Lovers And Brands**

**New York, NY (PRNEWSWIRE) September 16, 2008** – Wine 2.0, the innovator in social networking and events in the wine industry, announces a partnership with Ning, the online service for creating, customizing and sharing your own Social Networks. Wine 2.0 has established the social network ([www.winetwo.net](http://www.winetwo.net)) on the Ning platform and both companies will work to promote each other's services to their respective communities. Wine 2.0 and Ning will jointly launch the new site at Wine 2.0 New York, September 18<sup>th</sup> at Webster Hall.

As part of the relationship, Wine 2.0 will work with its wine industry partners and wineries to establish their company and employee profiles on the Wine 2.0 network and Ning will provide technical and promotional opportunities.”

“Wine 2.0 is exactly the type of organization we had in mind when we created Ning”, said Gina Bianchini, CEO of Ning. “Wine 2.0 has great momentum bringing the next generation wine consumer together with thought leading wineries. We are pleased Ning can play a role in providing the infrastructure for such an exciting endeavor.”

“We looked hard at all the available platforms in the market before choosing to go with Ning,” said J. Smoke Wallin, Wine 2.0 Chairman. “Wine 2.0 is eventually going to have over a million wine consumers and wine industry people interacting on our platform. Ning provides Wine 2.0 with a turn-key yet scalable application.”

### **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](http://www.winetwo.net))

### **About Ning**

Ning is a platform for creating your own social networks for anything. With over 460,000 social networks, and people in over 200 countries, Ning makes it possible for anyone to create their own social network for free in a few simple steps. Ning is privately held and based in Palo Alto, CA. To give it a try, please visit <http://www.ning.com>

### **About Wine 2.0 New York**

Wine 2.0 New York is presented by Webster Hall Digital & The Winetasting Network and will be held on September 18th at Webster Hall on the lower East side of Manhattan, and hosted by Wine Library TV star Gary Vaynerchuk, who will be live podcasting his show to thousands. Wine 2.0 New York, timed to coincide with the pre-eminent Web conference, Web 2.0 Expo, will again host over 1,400 wine and technology lovers in an exciting evening of world-class wines and cutting-edge Wine 2.0 start-up companies.

**Tickets can be purchased at [www.winetwo.com](http://www.winetwo.com)**