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**WINE 2.0 ANNOUNCES THE WINE TASTING NETWORK AS NEW PRESENTING
SPONSOR FOR WINE 2.0 NEW YORK EVENT**

**The Wine Tasting Network, The Leading Winery Fulfillment Company Owned By
1-800-Flowers.com™, To Showcase Services And Newly Launched East Coast Distribution
Facility For Wineries At September 18, 2008 Event.**

New York, NY (PRNEWSWIRE) August 27, 2008 – Wine 2.0, the innovator in social networking and events in the wine industry, announces that The Wine Tasting Network (WTN) has joined on as a major event sponsor for Wine 2.0 New York, joining Web 2.0 Expo, Webster Hall Digital and Wine Library TV as major event sponsors.

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.

“Wine 2.0 New York, is the perfect venue to showcase our new East Coast distribution facility” said **Chris Edwards, VP and General Manager of WTN**. He continued, “WTN’s services are providing leading edge fulfillment solutions to many of the world’s great wineries. Wine 2.0 is all about connecting the next generation consumer with these great wines.”

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 1,000s of 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 the Wine Tasting Network and their parent, 1-800-Flowers.com. This is a perfect example of how Wine 2.0 serves 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 The Wine Tasting Network™

WTN Services™ is financially stable, pro-active, innovative and a recognized "best in class wine industry leader." WTN Services™ applies its years of experience on a daily basis to ensure clients gain and maintain a competitive edge in the direct-to-consumer wine market. WTN Services™ provides clients with timely and reliable direct-to-consumer supply chain solutions through proactive account management, technology, key strategic partnerships and a bi-coastal warehousing network. WTN Services™ further partners with clients to anticipate needs and offer insight to take advantage of opportunities in an ever-changing industry. WTN works together with their clients in partnership for mutual success. Partnering to understand clients' direct-to-consumer goals, WTN taps into over 19 years of direct-to-consumer wine sales experience, backed with years of fulfillment and logistics experience to offer economical bi-coastal fulfillment and marketing solutions.

WTN Services™, powered by 1800Flowers™ is the preferred fulfillment leader specializing in the winery and retail wine industry.