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**WINE 2.0™ ANNOUNCES 2nd ANNUAL WINE 2.0™ EXPO NEW YORK
HOSTED BY WEBSTER HALL, NOVEMBER 18TH, 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), August 20th, 2009, Wine 2.0, the innovator in social networking and events in the wine industry, today announced that the 2nd Annual Wine 2.0 Expo New York will take place on Wednesday November 18th at Webster Hall. Last year, Wine 2.0 Expo New York 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.

This year, Wine 2.0 Expo New York 2009 [On twitter: #wine2NY] adds a pre-event, 2 hour trade and media tasting to allow wine industry retail, restaurant and wholesale buyers and media to have first access to participating wineries and media.

What: Wine 2.0 Expo New York

When: Wednesday November 18th from 7 pm to 10 pm

Where: Webster Hall, 125 E. 11th Street, New York, NY 10003

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 New York tickets can be purchased online at: www.winetwo.eventbrite.com.

“Wine 2.0 NY is an incredible opportunity for our winery partners to gain exposure for their brands in the important NY market. Using this event as a base, our smartest wineries use the week to call on the NY area trade and host special private events for their wines.” Said J. Smoke

Wallin, Chairman of Wine 2.0. He continued, “if you are going to come all the way to NY and have some of your best wines available, it is only logical to get in front of as many trade members as possible.”

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 5,500 wine trade and consumer advocates, 350 wineries, and more than 200 wine focused technology companies at their events since inception in 2006. Currently, Wine 2.0 has registered over 10,000 members across various social media networking platforms from over 100 countries.

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, Fantesca Estate, Faust, FirstMark Capital, Foster’s Wine Estates, Francis Ford Coppola Presents, Fulcrum Wines, Gary Vaynerchuk, Glasshalfull.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, Vinvillage.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

Wine 2.0 has a limited number of Wine 2.0 Expo New York 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 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)

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