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Wine 2.0™ Announces WTN Services™ Featuring Geerlings & Wade™ and Heritage Link Brands™ Wine Products As Host Sponsor For The 2009 Wine 2.0 Expo New York Event

**WTN Services, The Leading Winery Fulfillment Company Owned By
1-800-Flowers.com™, To Showcase Latest East Coast Services Offering**

New York, NY (NEWSWIRE) October 26, 2009 – Wine 2.0, the innovator in social networking and events in the wine industry, announces that WTN Services™ featuring premier partners, Heritage Link Brands™ and Geerlings and Wade™ has joined as Event Host sponsor for Wine 2.0 Expo New York.

Wine 2.0 Expo New York will be held on November 18th at Webster Hall on the lower East side of Manhattan. In 2008, Wine 2.0 Expo New York was hosted by Wine Library TV star Gary Vaynerchuk, who did a live podcast 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 1,000 wine and technology lovers in an exciting evening of world-class wines and cutting-edge Wine 2.0 start-up companies.

“Wine 2.0 Expo New York, is the perfect venue to showcase our East Coast distribution capabilities and feature our emerging and innovative wine partners that take advantage of that facility,” said **Chris Edwards, Vice President and General Manager of WTN Services™**. He continued, “**WTN Services™** is the preeminent fulfillment services solution to many of the world’s greatest wineries, retailers and importers of note. Wine 2.0 is all about connecting the next generation consumer with great emerging wine innovators.”

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, wine focused technology companies and wineries at their past events in California, New York and Florida. Online, Wine 2.0 has registered more than 10,000 wine consumer, trade and technology enthusiasts interested in technology, wine and wine trade events from over 50 countries.

J Smoke Wallin, Chairman of Wine 2.0 said, “Wine 2.0 is very pleased with our continued partnership with **WTN Services™** the featured wine partners of Heritage Link Brands and Geerlings & Wade and the backing of **WTN Services** 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™ - “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. (www.winetwo.net)

About WTN Services™ - “Best in Class Fulfillment Services”

WTN Services™ is a 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. Most recently WTN Services™ Vice President and General Manager, Chris Edwards, traveled to Eastern Europe and South Africa with the partnership leaders of Heritage Link Brands™ and major wine wholesale leaders from Canada and the United States to witness firsthand the technologies and innovations being applied to these emerging wine markets. This partnership approach to understanding clients' direct-to-consumer goals, an eye on innovation, emerging opportunities and markets, paired with over 2 decades of direct-to-consumer wine sales, fulfillment and logistics experience is what establishes WTN Services™, powered by 1800Flowers® as the preferred services leader dedicated to the retail wine industry. www.wtnservices.com

About Heritage Link Brands™

Heritage Link Brands is the preeminent importer and distributor of wine from the African continent and its Diaspora. Recognized as the largest company in the United States dedicated to importing and distributing wine produced by indigenous African vintners and people of African descent throughout the world. Africa, home to 54 countries and spanning 12 million square miles, has diversity of terroir and climate that provides the perfect venue for creating wines well-suited for a variety of palates. Heritage Link Brands carefully selects its collection from a wide range of varieties. Such brands as Seven Sisters and M’hudi, direct from South Africa, will proudly be featured at Wine2.0. www.heritagelinkbrands.com

About Geerlings and Wade™

Back in 1986, our founders, Huib Geerlings and Phillip Wade, were disappointed by the lack of information available to wine buyers at typical American retailers. As wine connoisseurs, they knew that wine should be judged by taste, not price or reputation. Together, they sought a way to share this philosophy — to educate the consumer, demystify the experience and make the enjoyment of fine wine easy and accessible. Thus Geerlings & Wade was born. Today, Geerlings & Wade is America’s leading direct marketer of fine wine to a devoted following of over 100,000 regular customers and members. Our never-ending quest for exquisite yet inexpensive wines leads us to vineyards around the world and thousands-upon-thousands of blind tasting and blending sessions. Geerlings has developed a reputation of blending great value priced wines that win awards and are recognized the world over for consistency and quality. Geerlings and Wade is proud to partner with Wine 2.0 New York featuring our newest blends such as Clarim and a newly discovered small premium producer Porter Family Wines. www.geerwade.com