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**SOCIETY OF WINE EDUCATORS & E. & J. GALLO WINERY LAUNCH ONLINE
EDUCATIONAL SITES**

*State-of-the-Art Online Study Site Designed
By Knowledge Anywhere*

June, 1, 2005 – Washington, D.C. and Modesto, Calif. - The Society of Wine Educators and the E. & J. Gallo Winery today announce the launch of two distinct websites offering online learning modules to their respective audiences: www.swewineacademy.com and www.gallowineacademy.com. Piloted officially at the 28th annual conference of the Society of Wine Educators (SWE) in Sonoma, Calif. in August 2004, the site has been in beta testing for close to nine months before release.

Debuting as the Society of Wine Educators Wine Academy for the greater public and the Gallo Wine Academy for the Gallo winery's clientele, both sites feature teaching modules from the SWE's Certified Specialist of Wine (CSW) study guide. For the SWE, this represents a

means of bringing its world-class certification program to the greater public in a user-friendly format for examination preparation. In the case of the Gallo Winery, this site will become the official host for the online study site exclusively for the winery and its distribution channels.

Committed to furthering wine education not only for its employees and customers but for the industry at large, in early 2004 the E. & J. Gallo Winery approached the Society of Wine Educators, the leading non-profit professional development and certification institution for the wine industry, to forge a strategic alliance to create these e-learning sites.

This new project will allow a significant body of the SWE Certified Specialist of Wine (CSW) Exam study guide and syllabus, formerly only available in book form, to become available to a wider audience via the internet.

According to the Society of Wine Educator's President Robin Kelley O'Connor, "This exciting opportunity made possible by the E. & J. Gallo Winery opens up a new world of educational avenues for the wine industry, helping us all to raise the bar on educational standards at every level of the wine industry from trade to consumer."

"With our successful online-learning programs at Gallo, we've been able to increase our company's effectiveness via virtual web-based programs that provide far more than just the delivery of flat content and static information," says Pat Dodd, Gallo's Director of Wine Education. "We are genuinely excited to begin earnestly expanding the possibilities of this leading-edge learning tool through our alliance with the Society of Wine Educators. We looked at many opportunities for an alliance in the industry and the SWE's high standards met ours."

The sites' content currently consists of numerous online modules spanning the world of wine, and will eventually cover the entire CSW study guide through the introduction of a number of new modules making the site even more comprehensive in its knowledge base. The first expansion module that was produced through this alliance was "Wine Composition and Chemistry." This module explores the principal building blocks of wine -- sugar, acid, alcohol and phenolic compounds (tannins and pigments) -- and their effect on taste and character. Subsequent modules added included "The Wines of Portugal," "The Wines of Germany and Austria," and "The Wines of South Africa" an full completion of the study modules were completed by March 2005.

The site was created and is managed by Bellevue, Wash.-based Knowledge Anywhere, a leading provider of custom e-learning solutions. The content was created by the SWE educational committee dream team, led by Lisa Airey, CSW, CWE.

"We are delighted to have worked with Gallo and SWE to develop an industry standard online-learning program," said Charlie Gillette, President and CEO of Knowledge Anywhere.

“Gallo and the Society of Wine Educators have recognized the value of developing e-learning for many facets of its business, and are taking a committed leadership role in continuing to develop the potential of the learning medium. This is a marvelous opportunity to further expand the capabilities of online learning.”

About the Society of Wine Educators

Established in 1977, SWE offers individuals the opportunity to receive certification of their professional expertise through two offerings: the Certified Specialist of Wine (CSW) and the Certified Wine Educator (CWE) programs. These are offered in select cities around the United States and Japan throughout the year. In addition to its exam offerings, the SWE has a number of certificate programs as well as its annual conference and forums for continuing education. The SWE annual conference takes place in either a major or emerging wine region every year, providing an educational backdrop as well as a locale that provides a living laboratory for the study of wine. Past conferences have been held in wine regions such as Sonoma, California, Bellevue, Washington and Portland, Oregon. **The 2005 conference takes place in Vancouver, Canada August 1-6, 2005. The following year the conference will be held in Eugene, Oregon, July 31- August 5, 2006.**

About E. & J. Gallo Winery

Over the past seven decades, the E. & J. Gallo Winery has become the world's foremost winery in the art and science of grape growing and winemaking; and in the distribution and marketing of wines worldwide. With five wineries strategically located in various parts of California and access to grapes from vineyards in all of the premier grape-growing areas of California, Gallo produces award winning wines in every category, to suit every taste.

About Knowledge Anywhere

Founded in 1998, Knowledge Anywhere, Inc. is an award-winning company that has emerged as a leader in the specialized arena of building technology-based learning solutions and performance support systems that provide tangible results. The company uses innovative technology to offer a broad base of products and services, including custom and mobile content development, and virtual classrooms. Its clients use its solutions to facilitate the delivery of proprietary knowledge, employee instruction and product training to dispersed audiences via the Web.

Headquartered in Bellevue, Wash., Knowledge Anywhere's clients include AT&T Wireless, Microsoft Corp., Kenworth Trucks, Dade Behring Inc., E&J Gallo, Nextel Partners and F5 Networks. In 2004, Knowledge Anywhere was named one of the "Fastest Growing Technology Companies in North America" by Deloitte & Touche's Fast 50 and Fast 500 programs. Also in 2004, Knowledge Anywhere was recognized as one of the "Top High 100 Tech Firms in Washington State" by *Washington CEO Magazine* and as one of the "Fastest Growing Private Companies in Washington State" by the *Puget Sound Business Journal*. Also, Knowledge Anywhere was recognized by the Brandon Hall Excellence in Learning Awards in the "Custom Content" category.

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