



For Immediate Release
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Vinfolio, Inc. Unveils Preeminent Wine Retail Store
New E-commerce platform fulfills Vinfolio's mission to deliver "Fine wine, finer service"

San Francisco, CA September 25, 2006 - Vinfolio, Inc. announced today the launch of the ultimate wine retail store www.vinfolio.com, establishing its pre-eminence as a wine retailer and services company serving wine collectors and enthusiasts. While many merchants sell fine wine, no company matches Vinfolio's service, depth of inventory and guarantees.

- Service - With a guiding philosophy of delivering "*Fine wine, finer service*," Vinfolio offers personalized services for serious oenophiles and newly minted wine enthusiasts. Every customer is assigned their own wine specialist for expert advice via phone or email.
- Depth of inventory - Vinfolio offers an extensive inventory of over 1,500 wines. In addition, customers may request a quote – free of charge – for any wine not currently in Vinfolio's inventory triggering a search of both Vinfolio's international suppliers and select customers' private cellars. If the wine is located, the customer simply says "yes" or "no" to the price quoted.
- Guarantees – Vinfolio's guarantees are the best in the industry. This includes its comprehensive return policy (including shipping costs both ways), its 125% pre-arrivals guarantee, and free insurance coverage up to \$250,000 per shipment or delivery.

"We constantly evaluate how we serve our clients, and we knew our e-commerce capabilities had significant room for improvement," states Vinfoлио CEO, Stephen Bachmann. His solution was to engage in a complete overhaul of the site, e-commerce functionality, customer service and access to Vinfoлио's services. While it was formerly accessible only by membership, Bachmann decided to make Vinfoлио and its key services, including VinCellar™, Vinfoлио's online cellar management software, free to registered users.

Revolutionary in terms of its design and ease of use, Vinfoлио's new site offers integrated tools to meet the needs of wine buyers at all levels. Features include:

- Integrated reviews from Allen Meadows' *Burghound.com*, Stephen Tanzer's *International Wine Cellar*, Robert Parker's *Wine Advocate* and *The Wine Spectator*, provide an opportunity to cross reference expert opinions when buying wine.
- Comprehensive and easy-to-use search capability allows users to find wine by price, varietal, region, and score.
- Customizable RSS feeds provide consumers with real time updates of new inventory.
- Auction price data with prices from over 500 auctions from 1998 through 2006 helps buyers access current and future value of wine.

Recently appointed board member Jean-Michel Valette, MW, Chairman of Robert Mondavi Winery states, "Few companies have the opportunity to transform an industry. With its unique business model and great team, Vinfoлио is on its way to fundamentally change the way consumers buy, store and sell fine wine. And they're doing it with great style and professionalism. I'm impressed. I think they're going to turn a few heads." Valette, along with Colin Lind, Managing Partner at Blum Capital Partners, LP, recently invested in Vinfoлио personally and joined a newly formed board of directors.

About Vinfoлио, Inc. Based in San Francisco, Vinfoлио sells fine wine and services to wine collectors and enthusiasts. Vinfoлио provides an extensive selection of fine wine, from limited-edition new releases to mature vintages. Vinfoлио’s wine store is seamlessly integrated with collector services, all designed to make the wine buying, selling and collecting experience effortless and enjoyable. Vinfoлио was founded in 2003 by CEO Stephen J. Bachmann, who incorporated his expertise in technology and finance with his passion for wine.

For photography, interviews with Stephen Bachmann or other editorial needs, please contact Kimberly Charles, Charles Communications Associates at 415/701-9463 or kcharles@charlescomm.com.

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