



FOR IMMEDIATE RELEASE

WineZap “Texts” Wine Prices to Your Mobile Phone – Price Compare Wines While You Shop

OAKLAND, CA – August 25, 2006 – WineZap.com (<http://www.winezap.com>) has introduced a new text message based service that allows wine lovers to access wine prices and local availability through their mobile phones.

The WineZap Mobile (<http://www.winezap.com/mobile>) service is simple to use. A mobile phone user texts the vintage and name of a wine to mobile@winezap.com in an email, SMS, or MMS format. WineZap Mobile will respond with a listing of the current high, low and average price for that wine. If the text message includes a 5 digit U.S. zip code, the response will include the name, phone and pricing of nearby wine retailers offering that wine.

For example, text “2004 Caymus Cabernet 94621” (94621 is a 5-digit U.S. zip code) to mobile@winezap.com and WineZap Mobile will reply:¹

WINE/LOW/HIGH/AVG

Caymus-Cabernet Sauvignon/\$63.97/\$95.00/\$68.29

RETAILER/PRICE/PHONE

Wine Miles (Benicia)/\$64.89/707-751-0551

Calwine.com (Napa)/\$64.95/888-225-9463

K & L Wine Merchants (SF)/\$64.99/800-247-5987

WineGlobe.com (San Mateo)/\$64.99/650-571-7270

Cellar Online.com (El Sobrante)/\$69.99/510-243-6600

The pricing and retailer information is from WineZap’s advanced search engine. The system collects wine pricing information from over 700 U.S. retailers, normalizes the data and aggregates it.

Michael Stajer, WineCommune’s (WineZap’s parent company) CEO, sees the new service as a consumer friendly advance: “WineZap Mobile gives consumers a huge advantage in their wine purchasing. Most wine buying still happens in wine shops and supermarkets. With our service, you can see a wine at a store, send a text message and find out right away if it is a good price. You can even see a list of other nearby retailers and their pricing!”

“This type of service is what’s next. People want access to product information and pricing data wherever and whenever they make purchases, not just in front of their computer,” continued Stajer. WineZap Mobile is part of the first generation of mobile product information services. For the future, WineZap is working on a service that allows mobile phone users to send an image of a wine label and get in depth product and pricing information.



For full details, please see <http://www.winezap.com/mobile>.

About WineZap.com

Since 2004, WineZap.com's online wine search engine has provided accurate, timely wine pricing information to wine lovers and professionals in the wine business. Our proprietary technology aggregates pricing information from over 700 wine retailers, normalizes the data and packages it in an easy to use format. Comparing wine prices among hundreds of U.S. retailers is as easy as visiting our website and typing in the name and vintage of a wine.

WineZap is a division of WineCommune LLC.

About WineCommune LLC

WineCommune is an Internet company focused on wine commerce and information. Privately held and profitable since 1999, our products help wine lovers buy wine and helps wine sellers reach broader audiences. Our featured products include:

- WineCommune (<http://www.winecommune.com>) – an online wine auction,
- WineZap (<http://www.winezap.com>) – an online wine search engine,
- wineBOSS (<http://www.wineBOSS.com>) – an online wine cellar manager,
- and WineZap Stores (<http://www.winezap.com/stores>) – helping wine retailers market and sell wine online.

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¹ WineZap's advanced technology updates pricing information several times a day. Sending the same query at different times may result in slightly different information.