

PRESS RELEASE – IMMEDIATE RELEASE

New service enhances cellar door experience

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The national launch of winecard on the 1st of March will see over 100 cellar doors, restaurants and accommodation providers offering discounts, special offers and priority treatment to wine lovers.

Winecard is a fantastic new initiative developed specifically for wine lovers visiting Australia's wine regions.

Co-founder of winecard, Haylee Knight said “Winecard is for wine lovers who enjoy the cellar door experience. We are passionate about wine and designed winecard based on what we were seeking as wine lovers.”

Winecards can be purchased for \$20 from participating retailers and provide lifetime membership with no ongoing fees, and no requirements to purchase wine.

“We offer card holders a lifetime membership because wine is a life long passion. Winecard facilitates the development of long term relationships between members and quality boutique wine makers,” she said.

“The cellar door is the best place to learn about wine,” Haylee said. “Talking to the wine maker, tasting different vintages of the same wine and wines at different stages of the winemaking process are experiences unique to the cellar door.”

The benefits of winecard continue after the visitor returns home. Wine purchases are automatically assigned to their online cellar and they can receive updates from the wine maker specific to these wines.

Card holders can also add personal tasting notes and ratings to the wines in their online cellar and develop their wine evaluation skills in the process.

By visiting www.winecard.com.au wine lovers can browse winecard's top 10 lists by wine style and varietal to discover boutique wines that card holders love and have rated highly.

“Card holders are able to contribute to general discussions on specific wines and establish networks with other card holders who have similar wine preferences, they become part of an online community of people passionate about wine” she said.