







Introducing

APPELLATION AMERICA'S
Direct-Marketing Partnership Program

Prominent merchandising of your products on the web's number one information resource and portal to all the wines of North America.

Appellation America's Direct-Marketing Partnership gives you multi-layered exposure points and  direct-sales opportunities on:

-  Your own **Winery Information Page** (with login privileges to administer and update your winery listing and product details).
-  The **Appellation Homepages** of your home appellation and all others from where you produce wines.
-  All applicable **Appellation Wine Lists** where your wines are listed.
-  Appellation America's **Winery-Direct Marketplace** and partner winery catalog.
-  **Featured Products** on relevant appellation-based editorial and information pages.
-  Multi variable **Wine Searches** throughout the Appellation America website.

Plus, if you have participated in our *Best-of-Appellation*TM program and have been awarded BOA status for any of your wines (or an editor's published recommendation) you will also receive the same direct-sales opportunities in all the applicable *Best-of-Appellation*TM editorial, wine lists, and wine searches.

Appellation America's Direct-Marketing Partnership is your cost-effective solution for dramatically expanding your winery's web presence to access a continental direct-sales market of wine buyers.

Enrolment is simple and affordable!
Get your annual subscription for a flat fee of

starting from ~~\$250~~ **\$125***

NO additional set-up fees or sales commissions

*** Introductory Offer!**

sign up before
Oct 30, 2008

and get your first year at
50% off

(a savings of up to \$175!)

*** Subscription Rates:**

Production Level (cases)	Annual Subscription
5,000 or less	\$250 - <i>intro offer applicable</i>
5,000 - 10,000	\$300 - <i>intro offer applicable</i>
10,000 - 20,000	\$350 - <i>intro offer applicable</i>
20,000 - 100,000	\$400 - <i>intro offer not applicable</i>
100,000+	\$500 - <i>intro offer not applicable</i>

Questions about Direct-Marketing Partnership?

contact us:

marketing@appellationamerica.com
toll free: 877-273-3005

About Appellation America:

- Publishing since 2003, with the largest staff of North American Regional Correspondents.
- 100,000+ wine-enthusiast monthly readers.
- The largest online wine information website in the world.
- The comprehensive *Go-To* place for North American wines, with an online catalog of over 25,000 currently available offerings from over 5,000 wineries.
- Champions of the expanding Direct-to-Consumer channel.
- The most effective portal for direct purchase access to all US and Canadian wineries.

Appellation America's industry service providing partner



Direct-Marketing Partnership

mobilize the power of Appellation America's consumer reach to strengthen your Direct-to-Consumer program

Appellation America is the web's most comprehensive resource for the wines of North America and is the best one-stop portal for wine lovers to access information on all of the wineries of the US and Canada. Each Winery has its own **Winery Info Page** on Appellation America, *Free* of charge! With your industry login, you also have the ability to post information and maintain your own page.

Your Winery Info Page

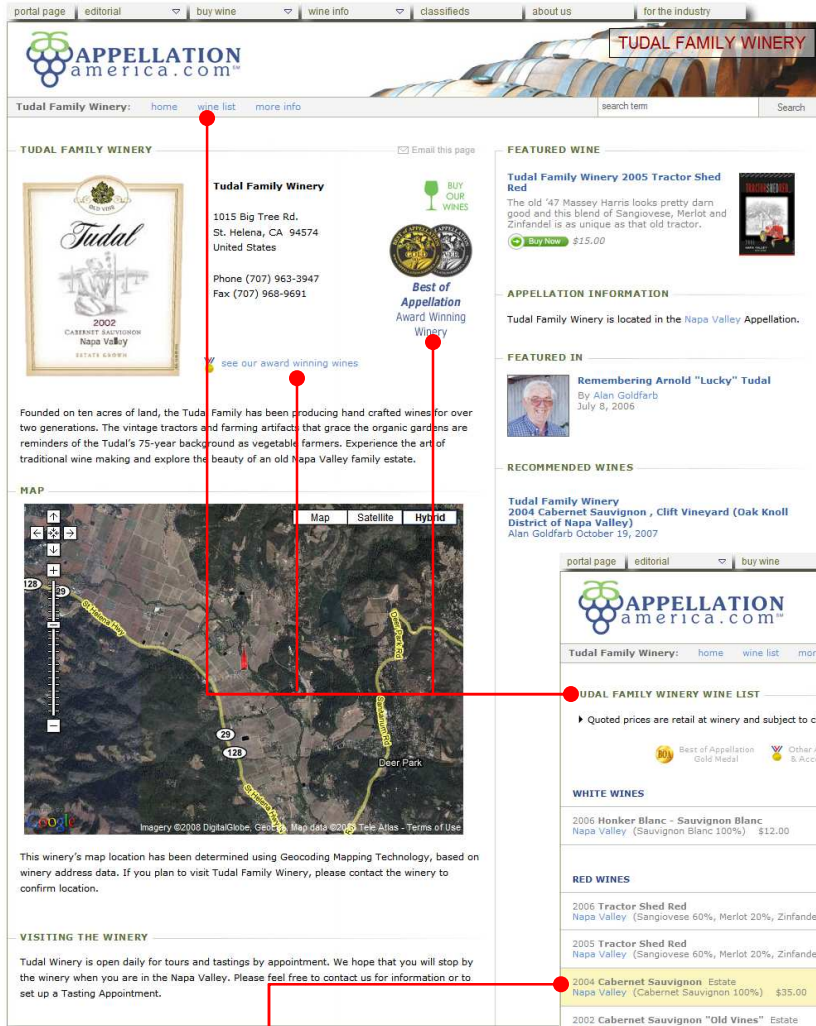
Your Winery Info Page

Your *Free* Winery Info Page on Appellation America is a deep information center on your winery and products – leverage this exposure into immediate sales opportunities.

If you are one of Appellation America's **Direct-Marketing Partnership** wineries, your listing is enhanced with detailed product information, including **Best-of-Appellation™** tasting notes, awards & accolades, eligible ship-to states, and a **"Buy-Now"** direct link to your winery website's shopping cart.

Your Wine List

Your Winery Info Page features multiple access points to your current release wine list.



Wine Details
Winery: Tudal Family Winery
Wine: Cabernet Sauvignon
Vintage: 2004
Vineyard: Estate
Grape: Cabernet Sauvignon 100%

Best-of-Appellation Gold Medal Winner

Evaluation Notes:
In existence since the early '70s Tudal, which hasn't made much noise, is making a comeback. This Cab will make them take notice. The St. Helena region makes its presence known with fine-grained tannins here. Mushroom and black fruit aromas, with deep, complex flavors that will enable it to age. At \$35, it's one of the best Cab "bargains" in the Napa Valley. (500 cases, 14.5% alc)

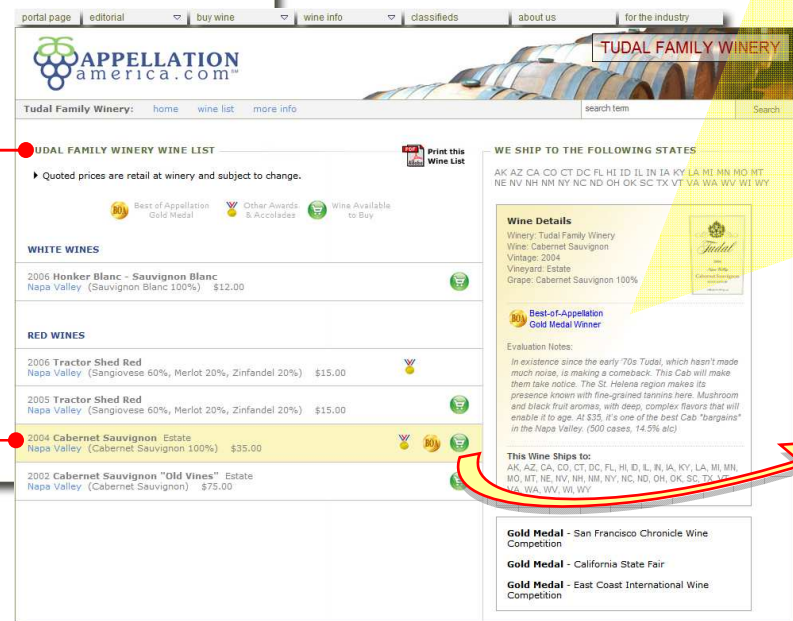
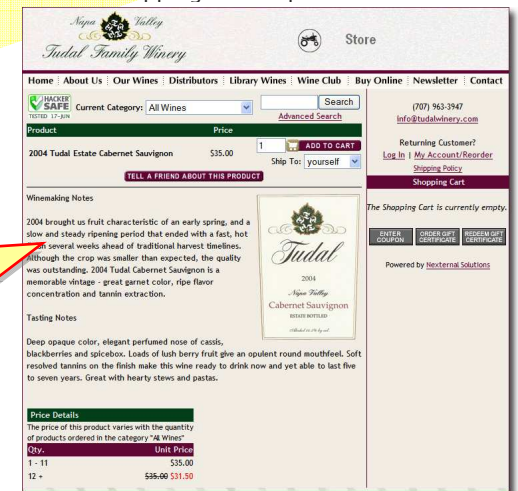
This Wine Ships to:
AK, AZ, CA, CO, CT, DC, FL, HI, IL, IN, IA, KY, LA, MI, MN, MO, MT, NE, NV, NH, NJ, NY, NC, ND, OH, OK, SC, TX, VT, VA, WA, WI, WV, WY

Gold Medal - San Francisco Chronicle Wine Competition

Gold Medal - California State Fair

Gold Medal - East Coast International Wine Competition

"Buy-Now" links seamlessly deliver wine buyers directly to your own website's shopping cart to place an order

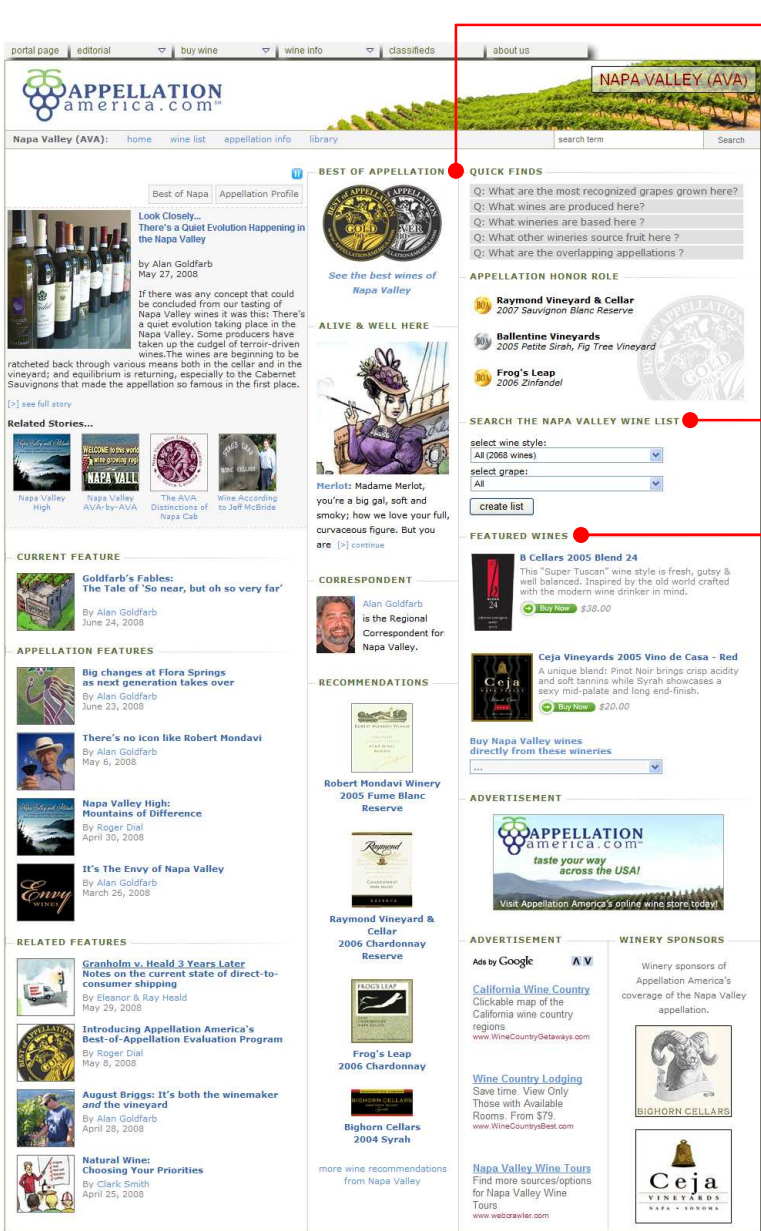
Your products are already highlighted throughout the Appellation America website: on your own Winery Page Wine List, as well as on applicable Appellation Wine Lists and **Best-of-Appellation™** Lists. Add **"Buy Now"** links to turn this multi-layered exposure into multiple sales opportunities.

Direct-Marketing Partnership

mobilize the power of Appellation America's consumer reach to strengthen your Direct-to-Consumer program

Your Appellation Homepage(s)

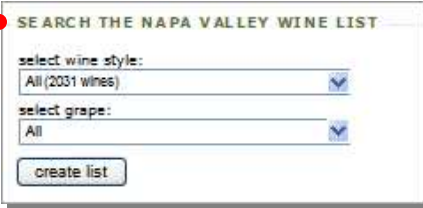
Appellation America already provides extensive information on your region. Our **Appellation Homepages** are the *Go-to-Place* for many wine enthusiasts keen to learn about and source wine from your appellation(s). Turn your Appellation's Homepage into an effective merchandizing opportunity for your Direct-Sales effort.



The best wines are defined by place, and the character of each appellation is defined by its best wines.

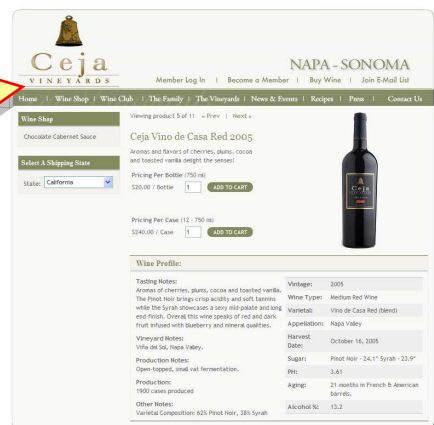
Inclusion on the *Best-of-Appellation*TM list for your appellation earns you prominent positioning and great opportunity for increased direct-sales to Appellation America's monthly readership of 100,000+ wine enthusiast buyers.

Appellation America maintains a comprehensive and searchable database of all the wines produced in your appellation. Check to see how your wines are positioned on these *Appellation Wine Lists* and imagine a **"Buy Now"** link that takes Appellation America users directly to your own website's shopping cart.



Featuring the wines of our Direct-Marketing Partners

Include your wines in Appellation America's *Winery-Direct Marketplace* and gain valuable direct-marketing positioning throughout the Appellation America website and editorial: Your Appellation's Homepage, Feature Article pages, Grape Varietal info pages, etc.



"Buy Now" buttons beside your products take Appellation America users directly and seamlessly to your own website's shopping cart to place an order.

Direct-Marketing Partnership

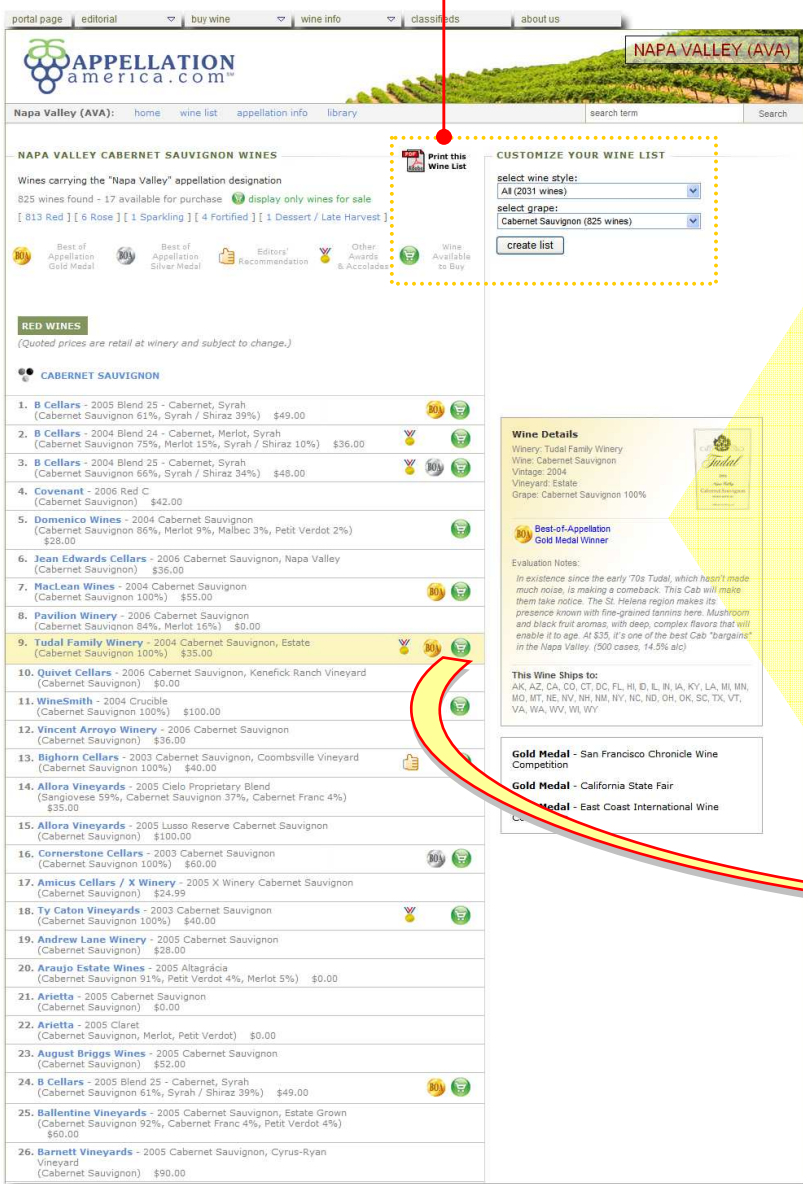
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Virtually all the wines produced in each appellation...and how to get them!

...that is what our comprehensive database of North American wines is designed to do. Put all the wines produced in the US and Canada – *appellation-by-appellation* – at the fingertips of wine lovers from coast-to-coast. Appellation America's **Appellation Wine Lists** are *the Place-to-Start* for every wine buyer, whether shopping online or preparing for a visit to their favorite retailer.

Appellation Wine Lists



Dig deep into our database of wines from your appellation to create customized wine lists... print the list and take to your favorite retailer, or buy-directly from participating partner wineries.



Wine Details

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Best-of-Appellation Gold Medal Winner

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This Wine Ships to:

AK, AZ, CA, CO, CT, DC, FL, HI, IL, IN, IA, KY, LA, MI, MN, MO, MT, NE, NV, NH, NM, NY, NC, ND, OH, OK, SC, TX, VT, VA, WA, WV, WI, WY

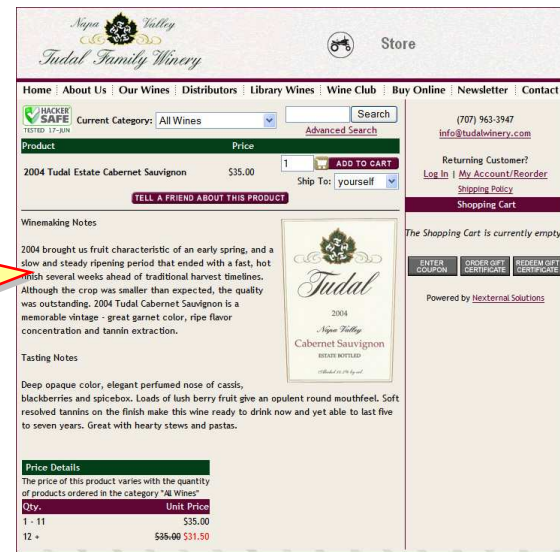
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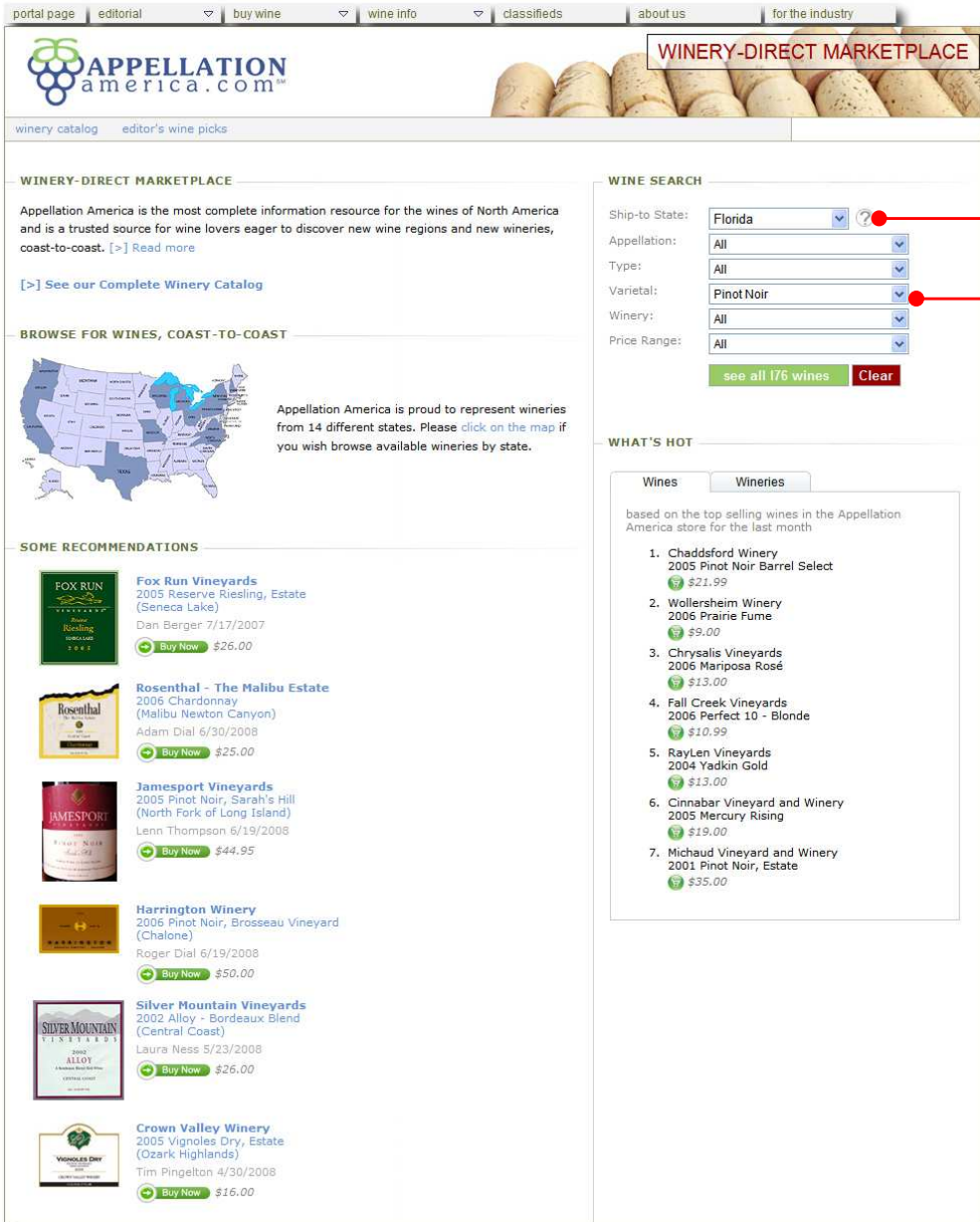


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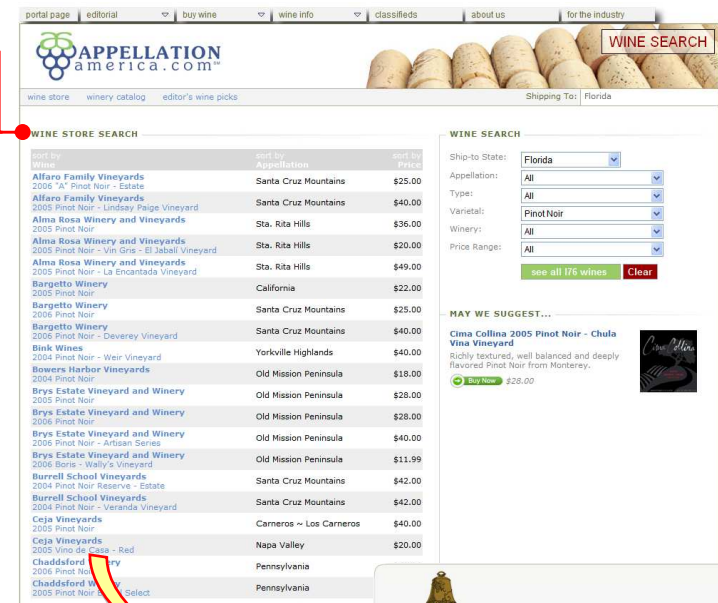
Winery-Direct Marketplace

Appellation America's **Winery-Direct Marketplace** is a one-stop portal for wine buyers across North America to browse for and buy direct from hundreds of wineries coast-to-coast. Inclusion in the Winery-Direct Marketplace puts your products into our database of wines available for immediate purchase by Appellation America's regular monthly traffic of 100,000+ wine enthusiast buyers. Your wines will be included in all relevant searches by wine buyers browsing our listings by winery name, wine type, varietal, appellation, and/or price range, all filtered by the buyer's state of residence and your list of compliant ship-to states.



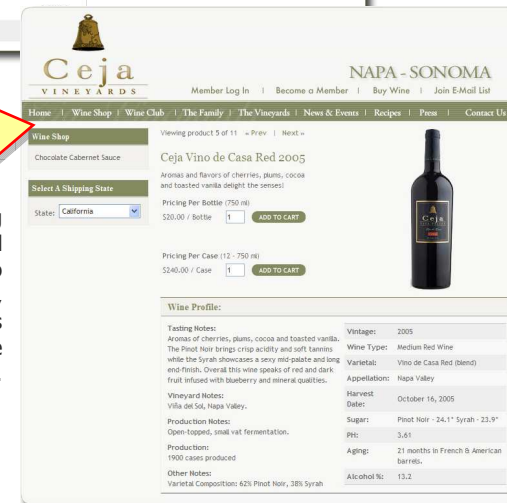
The screenshot shows the homepage of the Winery-Direct Marketplace. At the top, there is a navigation bar with links for 'portal page', 'editorial', 'buy wine', 'wine info', 'classifieds', 'about us', and 'for the industry'. Below this is the Appellation America logo and a banner for 'WINERY-DIRECT MARKETPLACE' featuring wine barrels. The main content area is divided into several sections: 'WINE SEARCH' with dropdown menus for Ship-to State (Florida), Appellation (All), Type (All), Varietal (Pinot Noir), Winery (All), and Price Range (All); 'BROWSE FOR WINES, COAST-TO-COAST' with a map of the United States; 'SOME RECOMMENDATIONS' listing various wines with 'Buy Now' buttons and prices; and 'WHAT'S HOT' listing top-selling wines. A red box highlights the 'WINERY-DIRECT MARKETPLACE' banner.

All orders are processed on your own shopping cart platform, with no third party information and funds transferring involved. If you are one of Appellation America's Direct-Marketing Partner wineries, you process each order as if it came in on your own website, because it *HAS* come in on your own website. Appellation America's Winery-Direct Marketplace is simply a far reaching extension of your own online wine store.



The screenshot shows the search results page for Pinot Noir in Florida. The search filters are: Ship-to State: Florida, Appellation: All, Type: All, Varietal: Pinot Noir, Winery: All, Price Range: All. The results table lists various wineries and their Pinot Noir wines with prices. A red box highlights the 'WINE SEARCH' filters. A red arrow points from the 'WINE SEARCH' filters to the 'WINE STORE SEARCH' results table.

As a Direct-Marketing Partner, your listed wines link seamlessly to your own web store, delivering wine buyers directly to you to place an order.



The screenshot shows the product page for Ceja Vineyards' 'Ceja Vino de Casa Red 2005'. The page features the winery logo, navigation links, and a detailed product description. A red arrow points from the search results page to this product page. The product details include: 'Chocolate Cabernet Sauce', 'Select A Shipping State' (California), 'Pricing Per Bottle (750 ml): \$20.00 / Bottle', 'Pricing Per Case (12 - 750 ml): \$240.00 / Case', 'Vintage: 2005', 'Wine Type: Medium Red Wine', 'Varietal: Vino de Casa Red (Blend)', 'Appellation: Napa Valley', 'Harvest Date: October 16, 2005', 'Vineyard Notes: Villa del Sol, Napa Valley', 'Production Notes: Open-topped, small vat fermentation.', 'Production: 1900 cases produced', 'Other Notes: Varietal Composition: 62% Pinot Noir, 38% Syrah', and 'Alcohol %: 13.2'.