

Corkd.com announces Re-launch

September 18, 2009 New York, NY – Cork'd announced today the re-launch of its site, <http://www.corkd.com>. After a long cold winter, Cork'd re-launched with a renewed focus on community. Winedrinkers now have a new way to review, share and discuss their views on wines. The Cork'd platform now invites users to share their thoughts via Twitter and Facebook; and with robust information on wines, grapes and wineries, Cork'd is a giant playground not only for winelovers but also for wineries. In exciting news, as part of its relaunch, Cork'd has gone live with the following wineries (listed below) who will each have verified profile pages to ensure users know they are undeniably interacting with someone from the winery.

B Wise Vineyards	Lamborn Family Vineyards
Backsberg Estate Cellars	Mont Tauch Winery
Buoncristiani Family Winery	Pedroncelli Winery
Caldwell Vineyard	Rutherford Hill Winery
Dancing Bear Cellars	Sojourn Cellars
De Martino	Summers Estates Wines
Delgadillo Cellars	Terlato Family Vineyards
Goldschmidt Vineyards	Zin 91

Wineries now have the ability to engage with users and fans by claiming their winery profile page on Cork'd. Facilitating this interaction between wineries and winedrinkers, Cork'd aims to open the world of wine to users so they can connect with wineries regularly. "This is a continuation of my goal to make wine bigger and more community driven, not selling it but making wine accessible to more people. I am just one human being. I can't scale. Cork'd allows me scale," says Gary Vaynerchuk, Cork'd Chairman.

Lindsay Ronga, Cork'd CEO, adds "I love that winedrinkers can now interact with their favorite wineries online. But wine will always be social and continue to be enjoyed offline. I want to bridge this gap. People are frequently turning to consensus views for recommendations not just one critic. Cork'd has a loyal group of users who can influence what happens in the wine world and that excites me beyond belief!" With a new team in place, including CTO, Kyle Bragger, Cork'd is coming back with a bang. The re-launch includes a number of new features, including a substantial iPhone application on the horizon. "We have built a fun and unpretentious place for winedrinkers to interact with one another. Wine is not perfect. Neither is any company...that's the beauty! I want the community to have input and get to a place where all sides are capturing and adding value," says Lindsay.

Founded in 2006 and re-launched in 2009, Cork'd is a giant playground for winelovers. It is the NEW way to review, share and discuss wine. Rate wines you've tasted, keep track of wines you want to buy and learn about wine, but do it in an unpretentious, interactive way. Share and discuss your favorite wines, wineries and grapes with your drinking buddies. Join in on the fun at www.corkd.com.