

## **NEWS RELEASE**

For more information, contact:

Larry Lapidés  
Vice President of Business Development  
(925) 519-1234  
[larry@vicivino.com](mailto:larry@vicivino.com)

### **ViciVino.com Goes Live!**

*ViciVino.com launches its website for wine lovers  
traveling to different wine regions*

**Dublin, CA — October 29, 2008** — ViciVino.com today announced the launch of its website, [www.ViciVino.com](http://www.ViciVino.com). ViciVino.com is devoted to helping travelers to the various wine regions optimize their wine tasting and travel experience.

“When people look at the wine list in a restaurant, it can be quite confusing. Similarly, when someone looks at all the wineries, restaurants, things to do and places to stay in a wine region, there can be a huge amount of data to sort through,” said Lori Lapidés, founder and president of ViciVino.com. “At ViciVino.com, we’re not only consolidating that data, but also providing information to make your choices easier, and to make your visits to the wine regions a better experience.”

The ViciVino.com website has 4 types of content: information on the wine regions, feature articles, travel planning service, and a blog for the website visitors. The Wine Region Info pages include a summary of each region, followed by detailed data on wineries, lodging, restaurants, spas and other activities in the region. There are two levels of detailed data. The first level contains basic location and contact information, while the second level (Julius Caesar Club) contains more detailed information, such as whether places – wineries, lodging, restaurants, spas, other activities – are child-friendly, dog-friendly, have knowledgeable and friendly staff, picnic areas, interesting art and/or architecture, and other data to help people better plan their trips to the wine regions. ViciVino.com has started with data on California wine regions (currently Livermore Valley, Monterey County, Paso Robles and San Luis Obispo County, the Russian

— more —

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River region, and Santa Cruz and Santa Clara counties), and will soon expand coverage to other wine regions such as Oregon, Washington, the New York Finger Lakes region, and Australia and New Zealand, eventually covering all the worldwide wine regions.

The feature articles include interviews with wine industry personalities (such as winemakers, winery and vineyard owners, and restaurant owners), an Ask the Winemaker column (which recently has included interviews on how harvest '08 is progressing), and ideas for pairing wine and food, including recipes. A new article generally appears about every two weeks.

The travel planning service develops personalized itineraries for customers based on their trip goals for wine tasting and other activities such as golf, hiking, spas and more. Customers submit a questionnaire with the parameters of the trip – how long, which region(s) to visit, restaurant and hotel prices, other activities desired, children and/or dogs accompanying – and ViciVino.com prepares a customized trip itinerary.

The blog is in the form of a discussion forum. This allows any visitor to ViciVino.com to write about their personal experiences while traveling, or even after having a great wine drinking experience at home. It also allows people to submit questions to the winemaker, which may be answered either in the forum or in an Ask the Winemaker column on the website. Of course, all the blog posts are available for anyone to read at their leisure.

The founder of ViciVino.com is Lori Lapides, wine lover, trained chef, ex-travel agent and serial entrepreneur. Lori's first business started when she was 16, selling homemade fudge ("Oh Fudge!") around her neighborhood in Los Angeles. Her resume includes running her own bookkeeping service and her own gourmet food catalogue/gift basket company, "Whet Your Appetite!". She has worked for a travel agency, hotel, caterers, and restaurants. After her boys were in high school, Lori went back to college full-time to get her Culinary Certificate from Diablo Valley College, including doing a two-month internship in Paris. In the course of moving around the country with her husband, she has lived in a few of the wine regions – the Finger Lakes region of upstate New York, the Santa Barbara area, and for the last 17 years in the San

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Francisco Bay Area – and has enjoyed visiting wineries in those regions and others around the world. Lori's love of wine, food, travel and the people involved in these businesses really comes through in the website. More information on Lori, and personal travel stories, can be found in the About Us section of the website.

The business model combines the standard website model of generating advertising revenue with the customer service revenue generated from the travel itinerary service and the membership access (Julius Caesar Club) to the detailed databases. ViciVino.com has spent a lot of time and effort compiling data on the wineries, hotels, restaurants, spas and other activities in the various wine regions, and charges an annual membership or subscription fee off \$35 for access to that data. That fee also includes one itinerary of any length and a ViciVino.com wine tote per customer. Customers can purchase the travel itinerary service separately too. The return on investment is pretty simple for customers. On a typical weekend trip to the wine country they will spend at least \$500 on restaurants, lodging and wine purchases, even more when spa and golf are thrown in. If you haven't been to any of these places, how do you decide? ViciVino.com doesn't rate wine; we rate the wine tasting experience, which is the total experience from such a weekend. So spending a bit more to get a better experience is clearly worthwhile to our customers.

### **About ViciVino.com**

ViciVino.com is dedicated to helping wine lovers learn more about wine: winemaking, drinking wine, pairing wine with food and traveling in the different wine regions. Check out the latest articles in our Vineyard Views section, where we interview wine personalities. In our Ask The Winemaker section we will answer any wine related questions you might have. Going on a trip? Go to the Winery Itinerary section, tell us where you want to go and what you want to do on your trip, and we will produce your own personalized itinerary. When you click on Wine Region Info you will see lists of the wineries, lodging, restaurants, spas, and other activities that we have compiled for each wine region. There's also a blog for users to see what others have written about their wine experiences and to write about their own.

The goal of ViciVino.com is to educate website visitors about all aspects of the wine region travel experience, so the love for wine grows. As Julius Caesar said about his victory in Turkey, "Veni, Vidi, Vici!" (I came, I saw, I conquered!), we hope that at the end of your journey through our website you will be able to say, "Veni, Vidi, Vici, Vino!"

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