

# Digital Vineyards, Inc

FOR IMMEDIATE RELEASE

## CellarMan - Cellar Management Software

**Chicago, USA, 7 June 2007:** Digital Vineyards announces the release of its revolutionary, web-based cellar management program, CellarMan. CellarMan is a unique cellar management system that combines the 'use anywhere' functionality of an Internet application with the graphical abilities of a desktop program.

CellarMan's primary purpose is to accurately record and maintain the contents of the user's wine cellar.

CellarMan uses a graphical interface to represent bottles in a cellar rack. The user adds bottles to an empty space with a few mouse clicks by drawing on information in a reference database and adding purchase information such as cost and place of purchase. Wines in the rack can be reviewed by simply hovering the mouse over a bottle or by clicking and getting full wine details, including the winemaker's notes, bottle labels and food pairings.

Moving bottles within a rack or between racks can be done with a few mouse clicks.

Bottles can be highlighted in the rack display based on Drink By dates, to indicate that they are ready to drink, allowing the user to better maintain their cellar.

When a wine is finished, the user can add tasting notes and score it using a 100 point scale, or our 'quick score' method of rating the wine by its quality and value for money.

CellarMan's reference database contains details of thousands of vineyards and wines from all over the world, including: wine region, winemaker, label, vintage, closure type, barcode, tasting notes, food pairings, awards and much more. If a wine is not in the database, then the user can add it, at the same time contributing to a common resource that all users can access.

As an Internet application, there is nothing to download or install. CellarMan simply relies on a browser to access each cellar. Database updates, program updates and corrections become effective immediately - no waiting for next year's update release. As an Internet application, there are opportunities to interact with other users through forums, note-sharing and even a world wide tasting event calendar.

Want to access the information on the move? CellarMan can be accessed wirelessly using a laptop or PDA.

Each user's information is securely stored on a central server, backed up and maintained by Digital Vineyards. Users can also download their own information for local storage and peace of mind.

"After extensive testing, we are very excited to be releasing CellarMan", said David Basell, wine lover and creator. "This is an ideal tool for the serious and casual collector alike. It is comprehensive, but easy to use. It is especially suited to users who have multiple storage areas, like off-site wine storage, a vacation house or even a club. To celebrate the release, we are giving away, to the first 100 subscribers, a signed copy of Karen MacNeil's popular book, The Wine Bible".

CellarMan makes collecting, storing and drinking wine easy and fun.

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