

*For Immediate Release*

**Beyond Wine & Cheese Announces Release of Version 2.0 of  
[www.BeyondWineandCheese.com](http://www.BeyondWineandCheese.com)**

*Enabling Outreach Marketing and Retention Activities*

**Mercer Island, WA — April 4, 2006** — Today, on the 2<sup>nd</sup> anniversary of the company's founding, Beyond Wine & Cheese announces the deployment of their 2<sup>nd</sup> generation of online marketing and retention content, available through their website at [www.beyondwineandcheese.com](http://www.beyondwineandcheese.com). Beginning with this generation of technology, Beyond Wine & Cheese is offering creative and professional content for outreach and prospect marketing, in addition to its proven content for retention and renewal activities.

The availability of the consistent messaging at all points of prospect and resident contact, as well as the ease of implementation for marketing and activities have spurred the adoption of Beyond Wine & Cheese at companies such as HSC Real Estate, Inc. The availability of version 2.0 will further drive adoption throughout the multi-family and senior housing industries, and the addition of outreach prospecting content gives significantly more value to clients.

"Our ability to grow to meet increasing customer demand has been dramatically improved," said Tracy Albright, founder of Beyond Wine & Cheese. "Our new software allows us much greater freedom to adapt to the ever changing requests from our customers!"

**Ease of Use and Creative Fun!**

Many customers are already benefiting from the adoption of Beyond Wine & Cheese's content. HSC Real Estate, Inc., a leading property management company with over 18,000 units under management in Washington State, Oregon, Idaho, and California, recently rolled out access to Beyond Wine & Cheese's website to all of their properties. "By providing access to Beyond Wine & Cheese across our portfolio of communities, we were able to take advantage of the powerful marketing content to increase the effectiveness of both our outreach prospecting and

resident retention efforts,” said Michelle Goodell, Director of Training at HSC. “This, coupled with the very fun and creative content, will let our communities stand out in the crowded multi-family housing marketplace and enhance the value of the properties to our residents and future residents.”

### **Immediate Availability of Beyond Wine & Cheese**

Version 2.0 of Beyond Wine & Cheese’s website is available immediately at [www.beyondwineandcheese.com](http://www.beyondwineandcheese.com). Marketing content is available as a subscription service, ensuring convenient and cost-effective access to the professional, creative, and fun content for the duration of the subscription. Supply kits that complement both the outreach and retention marketing content are also available through the website, providing a complete solution for high-impact outreach and retention.

### **About Beyond Wine & Cheese**

Founded in 2004, Beyond Wine & Cheese is leading the market in configurable marketing campaigns for outreach and retention in residential and membership communities. Combining creative content, convenient access, and cost-effective solutions, Beyond Wine & Cheese enables consistent brand messaging and persistent marketing communication to increase prospect close rates and decrease resident and membership turnover.

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