THE PERSONAL WINE CURATOR v3.0

<u>Fast Facts:</u>

Who:
The Wine Curators

What:
The Personal Wine Curator™ Cataloguing and Food Pairing Software for PC and Mac (version 3.0)

When:
Available October 6, 2008

Where:
www.personalwinecurator.com
www.wineenthusiast.com
Also available at select U.S. retailers

Why:
Use The Personal Wine Curator™ to easily catalogue and organize any wine collection, determine "drink by" dates, track the maturity status of cellared wines, match wines with food (over 7,500 possible combinations), scan and print bar codes, and interact with an online community database.

How Much:
Suggested retail price $49.95 (Upgrade discount available for version 2 users)
PWC Mobile: starting at $4.99/mo

Contact us for a sample of the software or download a demo version from our website:
www.thewinecurators.com

FEATURES OF THE PERSONAL WINE CURATOR (version 3.0)

NEW: Access to PWC online community database where you can instantly import wine data and read notes from other users

NEW: Subscription service available for PWC Mobile with online data backup and access from any internet browser

NEW: Bar code generator – scan, search and print labels

NEW: Even more flexible and customizable, including choosing which fields to show in your cellar list

NEW: Extensive reports, including summary *and* detail

PC & Mac compatible
Easy to read, user-friendly layouts

Easily organize all your wine data, including wines in your storage unit or cellar, wines tasted, wines on your wish-list, wines out of stock, wines on consignment or wines on order

Unique Aging Potential Calculator suggests drink dates for almost any wine

Maturity Tracker lets you know how your wine is maturing

Quick Data Entry – Instantly matches sub-regions with their regions and countries and includes comprehensive drop-down lists of producer names, appellations, grapes and varietals – or add wines with a "click" from PWC Community

Pair Food and Wine with over 7,500 specific combination suggestions

Upgradeable from PWC version 2