

tasteroom™

wine. web. people.

Press Kit

Visit www.tasteroom.com and register to try it now!

Blog: <http://tasteroom.com/blog/>

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Press and media may contact us at admin@tasteroom.com

If you would like to know how we can feature your establishment or site in sections of tasteroom.com, please email us a partner@tasteroom.com.



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Press Release also available on the blog @ <http://tasteroom.com/blog/press-releases/press-releases>

For release on June 14th, 2010

tasteroom™ To Send Ripples Through the Wine Community by Empowering Everyone

tasteroom.com is an innovative wine management website that offers the first of it's kind
Virtual Wine Rack™.

Portland, Oregon - June 14th, 2010 – Liquid Endeavors™ launches tasteroom.com, a complete organizational website dedicated to empowering average wine consumers and enthusiasts alike. Tasteroom provides it's members the tools necessary for wine collecting, wine tasting and inventory management that is interesting, unique and enjoyable. Tasteroom brings fresh innovation to the industry that is lacking from it's competitors. While the tasteroom interface is quick to learn and easy to master, it also has many powerful features. Tasteroom members are able to search an ever growing wine database for new wines quickly and easily by a variety of criteria. Members may, store, track, display organize, list and print to their every desire.

Tasteroom unveils the Virtual Wine Rack™, a fun, first of it's kind feature, that allows members to manage, track and personalize their wines graphically. Members can modify everything from which wine rack a bottle is displayed to where it is placed in the rack itself. Tasteroom as a whole along with the Virtual Wine Rack was developed to perform equally well on both personal computers as well as mobile devices with internet connectivity.

Tasteroom brings the wine community a feature rich Social Networking experience devoted to the needs of the wine enthusiast.

"With tasteroom™ our hope is to make wine tasting fun and simple in a new and innovative way for the average grocery store wine shopper right up to the person with a very large personal wine cellar. "

~Ben Arthur, Principle Co-founder

"Our slogan says, "wine. web. people" simply because it sums us up nicely but to us, people are always the most important ingredient."

~Ray Bailey, Principle Co-founder

Basic membership is absolutely free with modest limitations. Tasteroom also offer unlimited premium membership subscriptions at the price of 14.99 per year. If you would like to know more about tasteroom please visit them at www.tasteroom.com.

About Liquid Endeavors LLC

Founded by Ben Arthur, Ray Bailey and Curtis Wittner. Originally friends/co-workers for a Portland area based software company, they quickly identified talents that each possessed and decided to parley those abilities into a product that is the culmination of their shared affinity for wine. Their combined skill set includes infrastructure/integration, product design, hardware/software problem solving, web-development/design, public relations and project management.

Contact: Ray Bailey / Ben Arthur

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www.tasteroom.com

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enjoyably simple

tasteroom™ would like to introduce you to a place where fun takes priority and simplicity succeeds. Our members experience a website that allows them to enjoy the pastime of wine appreciation in a comfortable setting while allowing them the joy of wine discovery and sharing.

Anyone that has ever collected anything knows how easily a hobby can become a joyful obsession. This is a common theme among collectors of any sort that binds them to their interests and to each other.

Enthusiasts of many types will always try to organize what they are passionate about as long as the utility they are using is fun and easy to understand. Ease of use is key for any interface.

tasteroom™ is about breaking down barriers and removing the stigma that you have to know everything about wine to get involved and enjoy it. We humbly dedicate this corner of cyberspace to you, the weekend grocery store wine drinker to the seasoned wine aficionado.

www.tasteroom.com

uniquely familiar

tasteroom™ provides an almost tangible way to interact with wines that we call the Virtual Wine Rack(TM). This concept rings true to users as it is based on the concept of a real wine cellar. It allows you to organize, annotate and personalize your physical wine collections in a virtual environment.

tasteroom™ is the first to offer wine collectors this unique organizational methodology of graphically represented wine in an actual Virtual Wine Rack. While there is nothing new about inventory management, we believe this feature-set is a game changer in how one deals with his or her wine collections.

powerfully dynamic

We allow our members to be in complete control with our powerful tools at their fingertips.

- Search for new wines quickly and easily with as much or as little search criteria as preferred.
- Visit the Vineyard/Winery websites directly from the search page.
- Store, display, organize, list and print wines you liked, disliked or are in your current inventory.
- View wines in our Virtual Wine Rack(TM) where racks and bottles are graphically represented.
- Track your inventory levels and add and remove wines as they are purchased, sold or enjoyed.
- View your tasteroom™ wine stats for your personal collection and that of the tasteroom™ community as a whole.
- Control your privacy levels by selecting whether you want your comments on wines to be made public or kept to yourself.

By Liquid Endeavors, LLC

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