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FOR IMMEDIATE RELEASE

Beverage Industry News, Pleasant Hills, CA, and *GlobalWineWeb.com*, San Francisco, today announced a joint venture to provide retailers and hospitality companies in Northern California with access to the industry's most complete wine and spirits database.

The *GlobalWineWeb.com* database, available on the Internet to registered users, contains brand information by supplier for more than 6000 wine and spirit brands, according to Richard Fall, *GlobalWineWeb.com*'s founder and CEO. "Retailers and hospitality buyers can log-on to our database and find the supplier for their ZIP code for any brand," he said. Fall said the gww.com database also contains product information, labels, tasting notes, and point-of-sale material, such as shelf-talkers and table tents, for many of the brands.

"We are pleased to offer access to the *GlobalWineWeb* for all of our subscribers as a value-added reader service," said David L. Page, Publisher of Beverage Industry News. "As an electronic supplement to Beverage Industry News, *GlobalWineWeb.com* allows us to give our subscribers more complete and more timely brand information. We believe retailers and hospitality buyers will find that it saves them time, and helps them develop new customers."

Fall and Page added that they believe *GlobalWineWeb.com* will be a more efficient and useful way for wine, beer, and spirits producers to deliver brand catalogs and point-of-sale material to retailers than the traditional use of mass-produced signs, flyers, and catalogs that often sit unused in backrooms and the trunks of salesmen's cars.

As part of the joint venture agreement, *GlobalWineWeb.com* will expand and maintain the Beverage Industry News website, Page said. "That will enable us to provide industry news and features summaries on our website, and access to an archive of past articles," he said.

Retailers and hospitality buyers interested in accessing *GlobalWineWeb.com* can find additional information, and registration forms on Beverage Industry News' website, <http://www.beverageindustrynews.com> or on <http://globalwineweb.com>.