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VINPERFECT APPOINTS TWO WINE-INDUSTRY LEADERS TO ITS BOARD AND MOVES TO NAPA VALLEY

[VinPerfect, Inc.](#), maker of the first high-performance screw cap for wine, has named the Wine Enthusiast 2009 Winemaker of the Year, [Scott McLeod](#), and UC Davis Professor Emeritus, [Dr. Robert Smiley](#), to its Board of Directors.

SACRAMENTO, CA — October 20 2010. Today, Tim Keller, CEO, announced the Board appointments. The new Board members bring strong wine-industry experience, a track record of successful ventures and a deep knowledge of the business of wine.

"I couldn't ask for better board members for our venture. These gentlemen bring significant industry expertise and prominence. I believe this signals VinPerfect's clear intent to become the dominant contributor to the long-overdue evolution of wine closures."

— Tim Keller, CEO

[Dr. Robert Smiley](#), a wine economist, is Dean and Professor of Management, Emeritus, and [Director of Wine Industry Studies](#) at UC Davis Graduate School of Management. Dr. Smiley serves on multiple boards in the wine business and is well known for his expertise, research, and insights into the wine industry.

"Current closure options for red wines, in particular, need to be improved. VinPerfect addresses a real problem that no other technology solves. There's a large market here."

— Dr. Robert Smiley, VinPerfect Board Member

[Scott McLeod](#) was the winemaker for Rubicon Estate for 18 years and has now ventured out on his own. Wine Enthusiast named him "winemaker of the year" in 2009. Now a consultant, Scott owns vineyard properties, is a partner in Safe Harbor Wine Storage, modern wine storage and enhancement facility in Napa Valley, and is launching his own wine brand, which he intends to bottle 100% with VinPerfect screw caps.

"Cork alternatives will continue to evolve, as they have for years, seeking a perfect closure. VinPerfect is the closest thing I've seen. It has addressed the two largest concerns of screw caps: controlled permeability and seal integrity."

— Scott McLeod, VinPerfect Board Member

Ideally, a wine closure should be defect-free, and deliver a small amount of oxygen consistently over time. While current screw caps are a higher-quality alternative to corks, they lack adequate oxygen transmission, a deficiency that has given winemakers pause in adopting them. Unique among all wine closures, the [VinPerfect screw cap](#) delivers predictable rates of oxygen to the wine.

VinPerfect moves headquarters to Napa Valley.

VinPerfect recently completed \$300,000 in angel financing, with more on the way. This funding is allowing the move to Napa and the purchase of additional manufacturing and prototyping equipment.

“Since we’ve answered all key manufacturing questions, it’s time to emerge from the basement (literally), start hiring, start selling and execute our go-to-market plan. So far, we’ve done quite a bit in a pretty economical way. We now have the financing to begin moving forward on our full plan.”

— Tim Keller, CEO

Additionally, this funding supports hiring Director of Research, [Annegret Cantu](#), a UC Davis graduate with a Masters in Enology, and significant experience in the study of wine oxidation. Annegret works with newly acquired test equipment and specialized VinPerfect-created hardware that allows rapid prototyping and performance evaluation with a measurement resolution at one part-per-billion of oxygen.

“At this point, we have proven we have precise and discrete control of oxygen within the very narrow target range we have identified as optimal. Winemakers have never had this level of control before. In the next research phase we will work with winemakers to determine how to use that control to deliver the best wine possible.”

— Tim Keller, CEO

Until now, winemakers have had to treat every cork as a roll of the dice, both in terms of possible cork taint contamination and how that particular cork will allow the bottle to age. While corks admit small amounts of oxygen, they do so at wildly variable rates. In contrast, VinPerfect will offer a [choice of oxygen rates](#), which allows winemakers to be confident that the wine consumer will experience their wine as intended.

“The VinPerfect cap merges the reliability of a screw cap with the oxygen permeability of corks, but at a controlled rate. The wine industry has been waiting a long time for this.”

— Scott McLeod, VinPerfect Board Member

World demand for wine closures exceeds 21 billion units annually. Only 10% are closed with screw caps, and those are mostly light white wines with very low demand for in-bottle oxygen. While many have focused on the aesthetics of the cork versus the screw cap, consumer acceptance has shown this is no longer an issue. The days of “cheap wine has screw caps” are long gone. This is supported, especially, in New Zealand and Australia where screw caps became the dominant wine closure within just a few years. Solving the “oxygen problem” removes the last quality-based argument against these closures and means that VinPerfect screw caps are capable of replacing corks as the preferred, highest-quality wine closure in the very near future.