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Contact: Jim Love
916.288.8823
jim@altosagroup.com

VINPERFECT DEBUTS CONTROLLED-OXYGEN SCREW CAP LINER AT 2011 UNIFIED WINE AND GRAPE SYMPOSIUM

[VinPerfect, Inc.](#), maker of the first [high-performance screw cap](#) for wine, announced product details and planned commercial availability for fall of 2011.

SACRAMENTO, CA — February 8, 2011. Today, Tim Keller, CEO, revealed the strong positive response from scores of wine industry leaders on Unified's trade show floor. Visitors to VinPerfect's booth included representatives from wineries comprising over 80% of all wine production in the U.S. and many of the major packaging manufacturers. Winemakers of all tiers were interested in the timeline to product launch, as well as trying the product in advance of the release.

"Everyone we talked to was excited. I admit that I was nervous, since this was our first public appearance with the industry. As it turns out, my fears were completely unfounded. Nobody should doubt the level of demand for our product in the marketplace."

— Tim Keller, CEO & Founder

The wine industry has debated the issue of wine closures for over a decade, but with no resolution. Ideally, a wine closure should be defect-free, and admit a very small amount of oxygen consistently over time. While current screw caps do not suffer from "cork taint" contamination that has plagued bark cork since their inception, they lack the oxygen permeability that wines require. This deficiency has given winemakers pause in adopting screw caps despite their other advantages.

VinPerfect promises to change this playing field completely this fall with the planned release of a screw cap liner (gasket) that has oxygen permeability similar to the "average" cork.

Until now, winemakers have had to treat every bottle with a cork closure 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 highly variable rates. In contrast, VinPerfect will offer a [choice of discrete and consistent oxygen rates](#), which allow winemakers to be confident that their wine will be consumed 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

VinPerfect is now finalizing the manufacturing process and completing internal QA tests over the next two months. The company is actively recruiting commercial wineries to join the revolution and participate in on-bottle tests of the VinPerfect "Bark-Cork-Average" screw cap liner, with bottling starting April 2011. Interested producers should [apply online](#), or contact [VinPerfect](#) at 707.252.2155 for more information.

"Every day, close to 1,000,000 wine drinkers open bottles of wine ruined by the closure. That is a shocking figure, but when you do the math it's correct. This is, conservatively, over 2 billion dollars worth of wine ruined every year. And, the consumer picks up the tab. There is no reason to tolerate such a high defect rate

and I started VinPerfect to give winemakers a better option."

— Tim Keller, CEO & Founder

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.

VinPerfect, Inc.

2650 Napa Valley Corporate Drive

Napa, CA 94558

707.252.2155

vinperfect.com