



For Immediate Release

WineBlueBook Relunched: New Format Makes Smart Wine Buying Easy

SAN FRANCISCO - October 17, 2007 - WineBlueBook, the consumer advocate buying guide with the pragmatic solution to wine buying, re-launches this month with a new timely format. Instead of issues focused on Bordeaux, Cabernet Sauvignon, Red Burgundy, or Pinot Noir, WineBlueBook will now canvass wines as soon as they are reviewed by key wine critics. This allows consumers to discover the great values while they are still readily available, and also means there is something for everyone in every issue - no matter what your favorite region or grape variety.

Formerly known as QPRwines, WineBlueBook dishes up a simple value index that weighs major wine critics' scores against retail price and availability. If you're not a statistician, the math behind it may seem complex; but the resulting recommendations are straightforward and unbiased. As the brains behind WineBlueBook, founder Neil Monnens doesn't review wines himself, but instead gives the layman a handy wine buying guide that bridges the gap between the curious consumer and obsessive connoisseur. He gives subscribers the confidence to discover and try new wines, knowing they're getting the most for their money and avoiding the dogs.

After more than 17 years studying, tasting, growing, and writing about wine, Monnens has made it his mission to provide smart information to make wine buying decisions easier for consumers. In August 2000 he launched WineRelease.com, the only website publishing past, current and future wine release dates. Now with the re-launch of WineBlueBook, Monnens makes it easier than ever for entertainers, collectors, banquet planners, and oenophiles of every stripe to shop smart and drink well.

WineBlueBook is an invaluable resource for novice and expert alike, whether the interest is solely "best bang for the buck" wines or to establish a varied wine collection of fine and high-end treasures. For a \$25 annual fee, subscribers get WineBlueBook delivered monthly to their email Inbox as a downloadable, printable PDF file. Email delivery helps conserve natural resources, ensures timely delivery, and means never having to update your mailing address.

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