



## WINE.COM DEBUTS ECO WINE TRIO; FINE WINES BUILDING A CLEAN ENERGY FUTURE

Partnership with Boisset Family Estates and EarthEra directs 10 percent of proceeds to build new renewable energy projects in the United States

SAN FRANCISCO, CA, October 7, 2009 – Wine.com, the leading online wine retailer, today debuts its Eco Wine Trio. The exclusive product offers three premium red wines from Boisset Family Estates, the first fine wines available in revolutionary PET<sup>1</sup> bottles in the U.S. These custom-designed PET bottles feature a unique oxygen-barrier that ensures wine quality and taste. The bottles also weigh 90 percent less and have a 50 percent lower carbon footprint than traditional wine bottles.

The retail price of the Wine.com Eco Wine Trio is \$29.99. As part of Wine.com's and Boisset Family Estate's commitment to a clean energy future they have partnered with EarthEra. Through the unique EarthEra program, Wine.com will direct 10 percent of the retail price of the Eco Wine Trio to the EarthEra Renewable Energy Trust. All funds accumulated in the Trust will be used solely to build new, renewable energy projects in the United States. In addition, EarthEra will carbon balance the shipments of the Eco Wine Trio from the winery to the customer.

The Wine.com Eco Wine Trio is presented in a gift box produced of 100 percent recycled packaging. The premium red wines included in the trio are:

- **Fog Mountain 2006 California Merlot:** 100 percent Merlot sourced from prime growing areas throughout California result in black cherry, dusty chocolate and blackberry flavors finishing soft with ripe plum notes. This wine is packaged in the first 1 liter PET bottle for wine in the US. One liter offers 33 percent more wine than a standard 750ml bottle.
- **Louis Bernard 2007 Bonus Passus Côtes du Rhône AOC:** a spicy, Grenache-based red from the Rhône Valley that is well-balanced with red-berry fruit flavors and a long finish.
- **Yellow Jersey 2007 Pinot Noir:** a fruity red from the South of France with blackcurrant aromas, soft tannins and a silky finish.

“Wine.com is excited to be partnering with two forward thinking leaders – Boisset Family Estates and EarthEra – to create an eco-friendly premium product,” said Michael Osborn, Wine.com Founder and Vice President of Merchandising. “We have been hard at work, lowering our environmental impact by placing warehouses close to our customers and by using 100 percent recycled and recyclable packaging, made from 85 percent post-consumer waste. The Eco Wine Trio is yet another way to make enjoying wine better for the planet.”

The Eco Wine Trio features wines from Boisset Family Estates, a leader in sustainable practices from vineyard to bottle. To continue the tradition begun in the organically and biodynamically-farmed estate vineyards, Boisset introduced alternative packaging that further reduces the wine's carbon footprint through its life cycle. “We believe that it is vital to consider the environmental impact of wine through the entire supply chain, and to find solutions that reduce our carbon

footprint while offering high-quality and value to our customers,” says Boisset Family Estates President, Jean-Charles Boisset.

Through its partnership with EarthEra, Wine.com is balancing the carbon impact of all shipments of the Eco Wine Trio and provides consumers a way to contribute to a clean energy future. “EarthEra is excited to be part of this initiative with Wine.com and Boisset Family Estates,” said Nathan Hanson, Vice President, EarthEra. “By participating in the EarthEra Renewable Energy Trust, Wine.com is making a meaningful commitment to the environment by providing its customers the opportunity to purchase a high quality product in an environmentally responsible manner, all at no extra cost. Wine.com’s commitment of 10 percent of the revenues of the Eco Wine Trio to EarthEra will help build new renewable energy projects, benefiting the environment on behalf of the entire Wine.com community.”

#### **About Boisset Family Estates**

Boisset Family Estates is a family-owned producer and importer of fine wines based in Sausalito, California with roots in Burgundy, France. Founded by Jean-Claude Boisset in 1961, the company has a presence on six continents and in more than eighty countries, and is one of the world’s leading producers of Pinot Noir. Each house in its family of wineries has a unique history, identity, and style, yet all are united in the pursuit of superior quality. Simultaneously, Boisset is an innovative leader in the wine world, seeking to reduce the environmental impact of wine packaging and production and protect the long-term sustainability of wine growing. For more information on the company and its wineries, please visit [www.boissetfamilyestates.com](http://www.boissetfamilyestates.com).

#### **About EarthEra**

EarthEra is a unique program that provides businesses, institutions and consumers the opportunity to build new renewable energy facilities in the United States. EarthEra sells environmental products, such as renewable energy certificates and carbon offsets, to help customers balance their carbon footprint and then directs 100 percent of sales to the building of new renewable energy projects. The EarthEra program utilizes the EarthEra Renewable Energy Trust to accumulate and distribute all funds to new renewable energy projects. The Trust is administered by an independent trustee, US Bank. For more information visit: [www.EarthEra.com](http://www.EarthEra.com).

#### **About Wine.com**

Wine.com is the nation's #1 online wine retailer, according to *Internet Retailer* magazine’s annual ranking of websites by revenue, offering thousands of wines, wine gifts, gift baskets and monthly wine clubs. Wine.com’s mission is to be the ultimate resource for wine enthusiasts, whether shopping for themselves or sending a gift, by offering a great selection, low prices, convenient delivery and helpful information. Wine.com is the world’s most visited wine web site, according to research conducted by comScore Media Metrix. For more information, visit <http://www.wine.com>.

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<sup>1</sup>PET stands for “polyethylene terephthalate” and it is a thermoplastic polymer resin used in packaging applications. It is widely recognized by its recycling symbol identification - #1 PET. Lightweight and safe (BPA-free – now and always), PET weighs 90% less than traditional bottles, and conserves fuel, energy and greenhouse gases throughout its lifecycle, from production to transit to recycling. It is estimated to have a 50-60% smaller carbon footprint than a traditional bottle and is 100% recyclable into valuable end products from fleece to carpet fiber to polyester insulation.

**Media Contacts:**

Lisa Hempel (Wine.com)  
(650) 823-5410  
[lisa@hempelconsulting.com](mailto:lisa@hempelconsulting.com)

Tracy Kim (Boisset Family Estates)  
(415) 701.9463  
[tracy@charlescomm.com](mailto:tracy@charlescomm.com)

Steven Stengel (EarthEra)  
561-694-4340  
[contactus@earthera.com](mailto:contactus@earthera.com)