



PRESS RELEASE

Full Circle Wine Solutions Announces Company Launch With Management Team.

March 5, 2008.

SAN FRANCISCO, CA - Full Circle Wine Solutions, Inc. announced today that it has launched its services as a global wine and spirits education firm with a dynamic and experienced management team. Full Circle Wine Solutions focuses on ways to help wineries, restaurants, hotels, and other corporate customers grow brand loyalty and client profits through tailored wine programs and effective hospitality training. Founder and Chief Executive Officer Limeng Stroh will join forces with newly-hired President and Chief Education Officer, Master Sommelier Evan Goldstein, to deliver high quality education programs that build word-of-mouth marketing in the wine and spirits industry.

Full Circle Wine Solutions uses a vast and established network of sommelier educators to create practical and entertaining wine and food pairing experiences around the world. Each program is carefully tailored to meet clients' needs and achieve optimal results, creating signature programs that will help develop brand ambassadors, acquire new customers, retain employees, and train restaurant staff for stronger profit delivery.

With the commercial success of Evan Goldstein's critically-acclaimed book, *Perfect Pairings: A Master Sommelier's Practical Advice for Partnering Wine with Food* (University of California Press), Full Circle Wine Solutions will also offer "Perfect Pairings" Education Seminars showcasing the key tasting techniques discussed in the book. In addition to onsite wine seminars, Full Circle Wine Solutions will launch a new wine education website, WineCouch.com.

"We are committed to being a trusted service that encourages wine drinkers to sustain a lifelong process of discovering and learning about wines," says Stroh. "Our onsite seminars and online education tools share a singular focus. Our goal is to fuel trade members and consumers' passion for wines."

As the online arm of Full Circle Wine Solutions, WineCouch.com is a resource for people who have passion for wine and seek to grow their knowledge about wine. WineCouch.com serves as a venue for enthusiasts to learn more about wines at their own pace and in their own environments. WineCouch.com will feature weekly wine and food tasting episodes hosted by Master Sommelier Evan Goldstein, wine quizzes to help users hone their knowledge, and the wine circle blog where readers can gain insider knowledge about the wine and hospitality industries. The WineCouch.com website is expected to launch at the end of March 2008.

"I'm excited to have this opportunity to build brand buzz for our customers and create happier consumers through wine education," says Goldstein. "Our wine seminars and education tools combine education with entertainment, thus making our 'edutainment' content more memorable for students with different levels of wine knowledge."

More about the team:

Limeng Stroh, Founder and Chief Executive Officer

Limeng was the Senior Director of Marketing at Beam Wine Estates where she managed the company's core brands including Clos du Bois, Geyser Peak and Wild Horse Winery. Her cross-functional experience in working closely with winery operations teams, regional sales and finance management has enabled her to lead the brands to successful positions in the competitive wine marketplace. During her tenure, the Sonoma County-based Clos du Bois



brand grew from 1.5 million cases to surpass the 2-million case mark. Previously, Limeng spent three years in a rotational management achievement program at Ernest & Julio Gallo Winery where she held sales, marketing, operations and business development positions. Limeng holds an MBA from Harvard Business School and a BS in Biology from Duke University.

Evan Goldstein, President and Chief Education Officer

Evan Goldstein, MS, is one of the nation's most prolific food and wine industry veterans. His food and wine career started at age 19 in the kitchens of the Restaurant Le Saintongeais and the Hotel Lancaster in Paris, Auberge du Soleil in Napa Valley, and Chez Panisse Café in Berkeley, California. In 1984 he joined his mother, Chef and Author Joyce Goldstein, in opening the celebrated San Francisco restaurant Square One where as sommelier his wine lists received a myriad of awards. In 1987 he became the eighth American and youngest ever at the time to pass the prestigious Master Sommelier examination. Since 1990 Evan has created education programs, wine training and service hospitality schools with Seagram Chateau & Estates Wines Company, Diageo, Allied Domecq, and most recently, as the Vice President of Global Wine & Brand Education at Beam Wine Estates. In addition, Evan continues to train and examine candidates for the Court of Master Sommeliers as a Founding Board member.

Evan is the author of *Five Star Service: Your Guide to Hospitality Excellence* (On Premise Communications Inc.) and the critically-acclaimed book, *Perfect Pairings: A Master Sommelier's Practical Advice for Partnering Wine with Food* (University of California Press). In addition, Goldstein co-authored numerous books with his mother Joyce Goldstein, including *Wine and Food Pairing* in the *Williams Sonoma Lifestyles* series and many others. His sequel wine and food book for the University of California Press, working titled *Daring Pairings*, is planned for release in Spring 2010.

Evan is a regular editorial contributor to America's *Santé* magazine, a contributing editor for *Wine & Dine* and *Indulgence* magazines in Singapore, is the American correspondent for *Wine Review*, South Korea's leading wine magazine, and is a recurring guest wine expert on NBC's syndicated television show "In Wine Country." He also makes regular guest appearances on the top-rated "Ronn Owens' Show" on KGO Radio and on Saturday morning television's KPIX "Eyewitness News", both in San Francisco.

About Full Circle Wine Solutions, Inc.

Based in San Francisco, Full Circle Wine Solutions is a global wine and spirits education firm that grows brand loyalty and client profits through tailored wine programs and effective hospitality training. Using a vast and established network of sommelier educators, the company hosts high quality and consistent wine tasting experiences across multiple locations around the world. Full Circle Wine Solutions also provides an online resource, WineCouch.com, for trade and consumers who have passion for wine and seek to grow their knowledge about wine.

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