



## **Snooth Releases Facebook Wine Application**

*Wine recommendation engine releases Facebook wine application, backed by world's largest wine database.*

New York, NY, July 27, 2007 --(PR.com)-- Snooth announced that it has released the Snooth Facebook wine application, allowing Facebook users to interact with, and explore, Snooth's functionality from within their Facebook account. Using Facebook's API to access Snooth's database of millions of wine ratings across hundreds of thousands of wines, users can now rate and review wines, get recommendations and see what their friends are drinking as well as find retailers to purchase specific wines from.

"Integrating Snooth into Facebook is an important step for Snooth. Giving our users multiple choices over how they interact with our service is a strong focus of ours," says Snooth Founder, Philip James.

Snooth is still in a beta release. In anticipation of its full launch, Snooth will continue to add features and build its partnerships over the coming months. Visit Snooth at [www.snooth.com](http://www.snooth.com) to sign up today.

### About Snooth

Snooth is revolutionizing the way people choose wine.

By combining the company's proprietary algorithms with the world's most comprehensive wine database, Snooth is able to accurately identify the wines best-suited to an individual.

Snooth analyzes a user's unique set of interactions with the site and, using its powerful recommendation engine, leverages this digital fingerprint to generate highly-personalized wine recommendations. Snooth also interprets wine queries more naturally and optimizes the relevancy of search results, by incorporating semantic search elements into its core technology.

Please visit [www.snooth.com](http://www.snooth.com) for more information.

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