



Snooth Announces Launch Of GrapeVine

World's largest wine review site makes online wine shopping social

New York, NY, September 19, 2007 --(PR.com)-- Snooth, the world's largest wine review site, has launched the GrapeVine. The first of Snooth's social recommendation features, the GrapeVine connects users more directly with their network of friends on Snooth, enabling them to see wines that friends have rated, exchange messages, and get the latest updates on friends' activities and related developments.

The GrapeVine is a key element of a users personalized homepage - making it simple to stay updated on which wines friends are drinking as well as facilitating online shopping by offering ideas and recommendations from users' own personal networks. The GrapeVine also allows for the filtering of results, so that preferred features, like messages from friends or updates on wines recently rated in a user's network, receive greater focus. "The Snooth GrapeVine is a key tool for wine lovers that allows for the sharing of opinions and recommendations from users' most trusted sources - their personal network. This really makes the process of shopping online for wine much more enjoyable and intimate," said Snooth's Founder, Philip James.

Snooth is still in 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 to sign up today.

About Snooth:

Snooth is a revolutionary web-based social shopping experience that is simplifying how people select, interact with and purchase their favorite wines.

Snooth is the world's most comprehensive wine database, featuring over 1.7 million reviews for over 300,000 wines. It offers both casual and aspiring wine drinkers personalized wine recommendations, ratings & reviews, as well as a wine information search tool that seamlessly connects users to the websites of over 1,000 merchants and wineries and critics including wine.com, Sam's Wines and Spirits, K&L Wine Merchants, Beverage Media and Inertia Beverage Group.

Snooth launched in June 2007.

Please visit www.snooth.com for more information.

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