

**Contact: Jon Holland 888-450-4529 x 2**  
**Marketing@WineMarketAssistant.com**

## **BevMo! Installs Wine Market Assistant Kiosk to Provide Premium Self-Service Resource for Beverages and Loyalty Card Information Station**

(Menlo Park, California – **December 19, 2008**): BevMo! and Wine Market Assistant, LLC, are pleased to announce the installation of Wine Market Assistant’s information station self-service kiosk. The Wine Market Assistant kiosk enables BevMo! to provide premium self-service to their customers while effectively marketing to them at the point of decision. Customers obtain ratings and reviews for wine, beer and spirits offered by BevMo!. In addition customers can sign up for the ClubBev! savings card on the kiosk. Using the kiosk improves information accuracy and reduces administrative time and expenses. ClubBev! members can also use the kiosk to access their Rewards status and print out rewards coupons good towards a 5% discount on their purchases.

This service helps BevMo! to differentiate itself from other retailer options in their marketplace. The customizable configuration of this powerful merchandising tool results in a rich environment for selling beverages and provides a value-added service for their customers with matching recipes. The kiosk also provides targeted promotional opportunities for retailers, distributors and wineries to the customer at the point of decision.

BevMo! Director of Marketing Mark Ryan says, “The self-service kiosk has become an important offering to the overall BevMo! shopping experience. This concept gives our customers and employees the ability to quickly find product information and easily search our wide selection of wine, beer and spirits. By enabling customers to create ClubBev! accounts and access their rewards while shopping, the kiosk provides immediate savings that our customers appreciate.”

“This technology demystifies the beverage selection process for the average consumer and has search capabilities for the connoisseur looking for specific results. Wine Market Assistant addresses the full scope of needs and requirements our grocery and wine retailers need to leverage the higher growth and profit opportunities offered in beverage category”, said Jon Holland, WineMarket Assistant Partner.

### **About BevMo!:**

**BevMo!** is the leading alcoholic beverage-lifestyle superstore retailer in the western United States and among the largest in the country. With over 90 stores, typically 10,000 square feet, in well-trafficked retail areas in major metropolitan markets throughout California and Arizona, BevMo! provides a unique, friendly and welcoming environment for competitively priced alcoholic and non-alcoholic beverages and “goes with” products such as specialty foods and snacks, cigars, glassware and related bar and wine accessories.

### **About Wine Market Assistant, LLC:**

Wine Market Assistant, LLC is a Menlo Park, CA based company formed by the joint venture of ReadyTouch, Inc and WineMiner, LLC. Wine Market Assistant is dedicated to helping consumers find beverages available in their favorite store meeting their preferences along with paired recipes and cheeses. Additional solutions include a catering/party planner, loyalty card interface and a complete digital signage marketing platform.

Contact Name: **Mark Ryan, Director of Marketing; Beverages and More** and  
Jon D. Holland-Partner; Wine Market Assistant, LLC  
Contact Phone: **BevMo=925-609-1332** and Wine Market Assistant, LLC=888-450-4529  
Contact E-mail: [ryanm@bevmo.com](mailto:ryanm@bevmo.com) and [Marketing@WineMarketAssistant.com](mailto:Marketing@WineMarketAssistant.com)