

WINE INDUSTRY EMBRACES THE WISE ACADEMY:

The First 60 Days, Beyond Expectations

June 11, 2009 Napa, Calif. – The WISE Academy, the only wine industry education, training and certification program dedicated solely to direct-to-consumer sales, started off with a bang in its first sixty days, and has gathered momentum as summer classes begin this month.

100% Satisfaction

WISE Academy has already conducted six courses during which 80 students rated both WISE content and instructors with incredibly high scores. Each WISE course is evaluated by its students on a scale of one to five (with one being 'poor,' two being 'fair,' three being 'good,' four being 'very good' and five being 'exceptional'). WISE is proud to announce that its weighted average score for take home value of content is an incredible rating of **4.7** and for quality of instructors an even higher rating of **4.9**.

"The industry has really embraced our mission of accelerating careers and raising standards in direct-to-consumer sales, and marketing," said Lesley P. Berglund, co-founder. "And our instructors – who are all pros in their own right – deserve a lot of credit for their commitment."

Raising Industry Professionalism

The Professional Core Course #101 – which provides a broad overview of the wine business in just two days and opens the door for four other certification courses – has been equally popular with those just starting their careers in the wine industry as well as with seasoned winery professionals.

"I took the course to see if it would be good for all winery hospitality staff to take. It was excellent and provided an in-depth, yet broad overview of the industry, with a lot of real-life situational applications. I plan to make this course a requirement for all of our tasting room staff." Joel Clark, Hospitality Director, Rodney Strong Vineyards

Building Industry Leadership Skills

The Management Core Course #201 is designed to provide the financial management skills necessary to run any organization, and especially teams focused on building and improving wineries' DTC businesses. While it is a prerequisite for all Level II Management Certifications, "many of our students are winery owners and senior managers looking to brush up on their financial management skills and leadership abilities," added Mack Schwing, WISE co-founder. "This course is both topical and relevant and there's no other place where you can get this level of instruction over three days," he added.

"The WISE management course taught me essential skills in the areas of financial management, human resources and leadership development that I will continue to utilize throughout my career in the wine industry." Holly Finkelstein, General Manager, Judd's Hill Winery

Upcoming courses

Professional Core Course #101: The foundation of Level I Certificates – topics include: overview of wine business, fundamentals of grape growing, basics of consumer direct wine sales and hands on wine tasting.

- June 30 & July 1 in Napa
- July 14 & 15 in Sonoma
- August 4 & 5 in Napa
- August 18 & 19 in Sonoma

Management Core Course #201: A prerequisite for Level II Certificates – topics include: direct to consumer management, leadership and communication styles and operations financial management.

- June 24, July 1 & 8 in Napa

- July 20, 27 & August 3 in Sonoma
- July 29, August 5 & 12 in Napa
- September 3, 10 & 17 in Sonoma

Visit WISE online at www.WineIndustrySalesEducation.com to reserve your spot!

About WISE Academy

WISE – which stands for Wine Industry Sales Education – offers a comprehensive curriculum developed by more than thirty vintners and industry experts, all geared to increase the number and expertise of direct-to-consumer (DTC) marketing and sales professionals and to fuel professional aspirations. Courses are divided into three levels, plus an executive series, to meet the needs of those just entering the wine industry to experienced direct sales managers to the winery CEO. The WISE Academy was founded in 2008 by Lesley P. Berglund, co-founder and former CEO of the Ambrosia Wine Catalogue / Winetasting Network, and Mack Schwing, former Director of the Wine Business Program at Sonoma State University for five years following his retirement from Deloitte Consulting.

Complete course descriptions are available online at www.WineIndustrySalesEducation.com, or for more information, call (877) 740-WISE (9473). WISE futures are available for wineries interested in purchasing blocks of educational credits at a discount.

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