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## SONOMA STATE UNIVERSITY AND EWINERY SOLUTIONS CREATE WINERY WEBSITE CHALLENGE

Napa, CA; November 14, 2009: Linda Nowak, Executive Director of the Wine Business Institute of Sonoma State University and Richard M. Kline, Founder and CEO, eWinery Solutions, are pleased to announce a unique opportunity that benefits both a local Sonoma winery and students in the Institute's renowned Wine Business Program. The SSU Winery Website Challenge will create a brand new website absolutely free to a Sonoma-based winery. Complete information can be found at [www.ssuwinerywebsitechallenge.com](http://www.ssuwinerywebsitechallenge.com).

The winning winery will receive both the completed new design and the ecommerce website, and free hosting and maintenance services for one year from launch date. eWinery Solutions software includes an easy Content Management System, Wine Clubs, Preference Based Marketing, Promotion Builder, Allocations, social media tools, embedded video, and much more.

The website will be designed and built by Sonoma State student teams during the 2010 Spring semester, under the guidance and tutelage of Sonoma State faculty and eWinery Solutions management.

The challenge offers students invaluable hands-on experience in dealing directly with the winery and developing a successful business model for prolonged sales and wine marketing. The winning winery will be selected by a panel made up of Sonoma State faculty and other members of the wine industry to be determined.

"This collaboration between the Sonoma State University Wine Business Institute and eWinery Solutions is an outstanding example of the partnering relationships we create between the wine industry, our faculty, and our students. These hands on experiences help prepare our graduates to be the next generation of wine industry experts."—*Linda Nowak, Executive Director, Wine Business Institute*

"We are thrilled to participate in this program by donating our technology and services to Sonoma State University. It will provide students professional experience in developing and utilizing consumer direct ecommerce tools, while helping the university further its mission to prepare students with a world class wine business education." *Richard M. Kline, Founder and CEO, eWinery Solutions.*

Sonoma State University Wine Business Institute is located in the heart of California wine country and created through a partnership between the university and the wine industry. This is the first and only program in the United States to focus exclusively on the business aspects of the wine industry. The Wine Business Institute is located within the university's School of Business & Economics; a fully accredited AACSB institution. [www.sonoma.edu/winebiz/index.html](http://www.sonoma.edu/winebiz/index.html)

eWinery Solutions is the market leader in e-commerce software dedicated exclusively to the wine industry. eWinery Solutions enables clients to achieve greater flexibility and control throughout every aspect of their e-commerce programs. Founded in 2002, the company now serves more than 300 clients in the U.S. and in overseas markets utilizing the company's proprietary technology. [www.ewinerysolutions.com](http://www.ewinerysolutions.com)

Also contributing to the program and donating their services to the SSU Winery Website Challenge are Dan Chapin, Artisan Media Services for video marketing, [www.artisanmediaservices.com](http://www.artisanmediaservices.com), and Rocco Ceselin, BR Pacific, Inc. for site design, [www.brpacific.com](http://www.brpacific.com).