

Industry Leaders, Technology Experts to Gather at Fourth Annual Wine Industry Technology Symposium on July 14-15, 2008

April 15, 2008, Napa, CA – Wine Industry Technology Symposium (WITS)[™], the premier event showcasing strategic use of information technology and services for the wine industry, will hold its fourth annual conference July 14-15, 2008 at the Marriot Napa Valley. www.wineindustrytechnologysymposium.com

Join executives from wineries, distributors and retailers at the only annual conference designed exclusively to foster education and debate around the application of technology solutions for the wine industry. Following the keynote general session, expert panels will discuss case studies and issues grouped into the following four tracks:

- Track A: Executive & Technology Leadership
- Track B: Consumer Direct
- Track C: Trade Sales & Marketing
- Track D: Vineyard & Winery Operations

“In this uncertain economic environment, it is vital to get it right when it comes to your route to market and the strategic and tactical use of enabling technology,” said J. Smoke Wallin, WITS Co-Chair. “WITS is the only place where winery owners and GMs can sit side by side for a day of learning and discussion with CIOs and other technology leaders from the across the three tiers and the technology community,” he added.

The WITS Steering Committee, made up of technology and business leaders across the wine industry, is currently finalizing panel topics and speakers. Past speakers have included the CIOs of FedEx Kinkos and 1800-Flowers, as well as experts from IBM, Oracle and Cornell University.

Sign up early in order to guarantee a spot at this year’s conference. There are a limited number of spots available and last year’s event sold out quickly. For more information and to register, visit www.wineindustrytechnologysymposium.com.

About The Wine Industry Technology Symposium (WITS)

The Wine Industry Technology Symposium (WITS)[™] was created in 2005 by a group of wine industry and technology professionals. The purpose of WITS is to address the unique information technology and services needs of the wine industry. WITS is dedicated to bringing the world’s leading wineries, distributors and retailers together with some of the world’s leading technology experts to foster learning and discussion. Panels of experts discuss specific examples and case studies involving winemaking, vineyard management, consumer direct marketing and sales, operations, financial management, trade sales and distribution. www.wineindustrytechnologysymposium.com

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