

Pete Blackshaw of Nielsen Online to Deliver Keynote Speech at Wine Industry Technology Symposium in July

Register Now for Tech Summit

May 15, 2009, Napa, CA – Pete Blackshaw, Executive Vice President of Digital Strategic Services at Nielsen Online, and author of "Satisfied Customers Tell Three Friends, Angry Customers Tell 3000," will deliver the keynote speech at the fifth annual Wine Industry Technology Symposium (WITS)® July 16-17, 2009 at the Marriott Napa Valley.

Blackshaw's address, titled "*Dancing and Drinking with Megaphones*," will address how wineries can better harness Internet-based technologies to drive their businesses. Consumers are extending and amplifying their opinions on message boards, social networks and blogs. Blackshaw will propose that winery brands must stay disciplined around six key drivers of credibility: trust, authenticity, transparency, affirmation, listening and responsiveness.

"Pete is a powerful keynote speaker with access to amazing sales data. He'll translate this into provocative recommendations for wineries," said J. Smoke Wallin, WITS co-chair. "We are ecstatic he'll join us this July at WITS."

Online Registration Now Open

The Wine Industry Technology Symposium (WITS)®, the premier event showcasing innovation and strategic use of information technology and services for the wine industry, is now accepting online registrations for its fifth annual conference, July 16-17, 2009 at the Marriot Napa Valley. www.wineindustrytechnologysymposium.com

Early Bird Pricing Ends July 3

Register online before Friday July 3rd and pay an "early bird" special of \$100 for day one and \$250 for day two, per guest. If you register on or after July 4th, prices for these days go up to \$150 and \$300, respectively. The program is available online.

About 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, wholesalers and retailers together with some of the world's leading technology experts to foster learning and discussion. Panels of experts will discuss specific examples and case studies. www.WineIndustryTechnologySymposium.com

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Media Contact:

Lesley P. Berglund, co-chair, 707-246-6827