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**WINE.COM ANNOUNCES API FOR 3rd PARTY DEVELOPERS; API
MANAGED AND DISTRIBUTED BY 3SCALE**

**Access to the World's Largest Standardized Wine Database To Create and Enhance
Wine Applications**

SAN FRANCISCO, CA – 9/24/2009 - Wine.com, the nation's #1 online wine retailer, today announced availability of its API for third-party developers to create and enhance wine applications. Wine.com selected 3scale to manage its API due to the flexibility of its solution.

"Our main focus is providing customers with a simple interface for finding and learning about wine," said Geoffrey Smalling, CTO of Wine.com. "By giving developers access to the largest, standardized wine database available, consumers will benefit by having even more ways to access information about and purchase wine across different devices and websites."

Wine.com's database includes detailed information on over 40,000 SKUs, including labels, wine maker notes, professional ratings, customer reviews, geographical information, flavor profiles and more. In addition, the API will offer access to its "Wine Basics" content, covering all the major wine growing regions and grape varietals.

Smalling continued "We are eager to see the applications people will build using the Wine.com API. Our data should prove to be extremely useful for creating wine and food pairing applications, wine tasting planners, personal cellar management and many other online and mobile wine applications."

"Wine.com is a true innovator in its field and will benefit significantly from opening up its API to developers and partners," said Martin Tantow, co-founder of 3scale. "Our technology gives Wine.com broad distribution and ensures a secure, scalable and efficient architecture to maximize their ROI."

Free access to the Wine.com API can be found at: api.wine.com.



About Wine.com

Wine.com is the nation's #1 online wine retailer, according to Internet Retailer magazine's annual ranking of websites by revenue, offering thousands of wines, wine gifts, gift baskets and monthly wine clubs. Wine.com's mission is to be the ultimate resource for wine enthusiasts, whether shopping for themselves or sending a gift, by offering a great selection, low prices, convenient delivery and helpful information. Wine.com is the world's most visited wine web site, according to research conducted by comScore Media Metrix. For more information, visit <http://www.wine.com>.

About 3scale

3scale enables Internet-based businesses with a secure, scalable and efficient SaaS platform to manage their APIs and reduce time-to-market. 3scale's on-demand infrastructure platform lets customers capitalize on their Web Services to increase revenues and exploit the full potential of the API technology. The company is held privately, based in Sunnyvale, California, and Barcelona, Spain and has received several awards for its unique architecture. For more information, visit <http://www.3scale.net/>.

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