



Company Changes Name to Cultivate® Systems and Breaks Ground with Release of Cultivate® 1.0

Innovative Winery Operating System Streamlines the Business of Selling Wine Helping Artisan Producers to Grow the Bottom Line

St. Helena, CA - Managing Partners Eric Binau and Jennifer Rydzewski announced a formal change in their company name from Roundhouse LLC to the new Cultivate® Systems. The name change coincides with the company's launch of "Cultivate® 1.0", a next generation, Internet-based sales and winery operating system.

Cultivate® 1.0 is designed specifically for wineries wanting to grow and/or better manage their direct-to-consumer sales programs. The system integrates business requirements such as POS, E-commerce, allocation management, customer service management, inventory management, reports for compliance and accounting purposes, and fulfillment into one consolidated platform.

Global Access to Sales and Management Systems

As an Internet-based platform, the need for hardware and software investment is eliminated, in effect outsourcing information management needs to Cultivate® Systems. This enables wineries to forego the need for specialized technical personnel and at the same time provides them with the flexibility to access their systems from any Internet connection worldwide.

"Our clients are our partners, and we know our partners would rather spend their time making great wine than doing just about anything else" offers Binau. "However, to stay competitive in our current business climate, artisan wineries need to devote additional time to building solid relationships with their customers - and not spend it worrying about systems' infrastructure and where to get competent technical know-how."

Cultivate® Systems embraces open architecture and has partnered with top industry service companies to further extend the Cultivate® Systems' offering. In May 2003, Cultivate® Systems announced an agreement with Blend Winery Software to adapt the popular Blend production management system to Cultivate's Internet-based platform.

Cultivate® Systems also has established relationships with leading fulfillment houses and now offers Cultivate® winery clients a fully integrated fulfillment solution that uses SOAP to transmit XML data for shipment, inventory management, and the posting of tracking numbers in real-time.

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Cultivate® Systems is based in the Napa Valley. For more information please contact Eric Binau at 707-944-1700 or info@Cultivatesystems.com.