



## **Cultivate® Systems Platform Drives \$15 Million in E-commerce Wine Sales; Cultivate® Clients Speak to the Success of Sales Management System**

NAPA, Calif.--(BUSINESS WIRE)--Aug. 3, 2004--Cultivate® Systems, the leader in Internet based business solutions for small wineries, has surpassed 15 million dollars in collective E-commerce sales for its clients over 12 months ending July 31, 2004.

Cultivate® Systems' "Cultivate® 1.0" sales management system enables wineries to effectively and efficiently manage their direct sales entirely over the Internet. The Internet-based sales management system provides integrated solutions for customer database management, mailing list sign ups, E-commerce, POS, allocations and club management, inventory controls, reporting, and support for compliance, fulfillment, and accounting. Being Internet-based, these tools are available to wineries from anyplace where a connection to the Internet can be found.

### **Innovation and Experience Drive Direct Sales**

"Our platform is designed for wineries that are serious about increasing their direct to consumer sales," says Eric Binau, Managing Partner of Cultivate® Systems. "Selling wine over the Internet can be a challenging process. Our mission is to enable wineries to increase their direct sales by providing tools that streamline what is typically a complex process."

"Cultivate® Systems is the one stop shop we were looking for," says Tim Martin, Vice President of Lail Vineyards. "Where other companies promised and failed, Cultivate® promised and delivered. In a few short months our direct sales increased by a substantial margin. Their ability to integrate database and inventory systems with our website has significantly reduced our administrative headaches. They are light years ahead of the competition."

### **Setting a New Standard for Transacting Business**

According to Vineyard 29 owner Chuck McMinn: "I wanted to automate how I sold wine to my customers. I also wanted to provide specific allocations to my best customers. Cultivate® Systems not only made it easy for my winery to transact business with my customers, but it gave me the flexibility to have individualized allocations during my release periods. In my mind, Cultivate® Systems has set a new standard for how wineries can minimize the cost of transacting business while delighting their customers."

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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](mailto:info@Cultivatesystems.com).