

FOR IMMEDIATE RELEASE

Contact:

Sarah Elliman

CEO

CellarPass.

(707) 255-4390

Email: selliman@cellarpass.com

CELLARPASS ANNOUNCES LINK SHARE AGREEMENT WITH AMERICAN WINERY GUIDE

CellarPass Wineries Receive Increased Visitation with Links to Popular Online Winery Guide

(ST. HELENA, CA, FEBRUARY 11, 2013) -- CellarPass, the leading service to explore, book and share wine country experiences has announced a link share agreement with American Winery Guide, allowing visitors to the www.americanwineryguide.com website to search for thousands of upcoming tours, tastings and specials events that can be reserved exclusively through the CellarPass guest reservations and marketing platform.

"We are very pleased to have one of the web's most comprehensive and up-to-date resource covering American wineries link to CellarPass' reservation platform" states Jonathan Elliman, Co-founder and CTO at CellarPass. "We look forward to working together to help wine lovers plan and book their trip to wine countries all across the United States", continues Elliman.

"Our goal has always been to make it as easy as possible for wine tourists to identify the best wineries in the U.S. based on their own criteria, says Jim Finley, Co-founder of American Winery Guide. "Partnering with CellarPass takes that concept one step further. Now, wine country tourists can easily find their ideal wineries based on their preferences, view tour and tasting options, and make reservations within a few clicks using the integrated CellarPass reservation service", continues Finley.

The new partnership helps meet the goals of both companies and their listings, which is to increase awareness and visitation to American wineries by providing up-to-date contact and real-time availability for tours, tastings and special events for wineries and tasting rooms across the United States.

Link Share Details

- Visitors to www.americanwineryguide.com/wineries can search for wineries that require prior appointment that are powered by CellarPass reservations platform.
- Visitors can view availability and make instant reservations for CellarPass-powered tours, tastings and special events across the United States.
- CellarPass offers more winery and tasting room destinations to reserve than any other instant reservations service.

About CellarPass

Launched in mid-2010, CellarPassSM is the leading real-time winery tour and tasting reservation service that offers consumers easy and free access to confirmed reservations, online or through their popular mobile iOS app and mobile-friendly website. CellarPass provides a robust guest management platform

wineries need to promote events nationwide while connecting with their guests in ways that enhance the visitor experience and build long-lasting relationships.

For more information about CellarPass, please contact Sarah Elliman at (707) 255-4390, or email media@cellarpass.com. Follow CellarPass on Facebook at <http://facebook.com/cellarpass> and on Twitter at <http://twitter.com/cellarpass> to get the freshest updates. The CellarPass Winery Reservations App is available for download in the Apple App Store [here](#) or visit our mobile-friendly website at www.cellarpass.com/mobile.

About American Winery Guide

AmericanWineryGuide.com connects wine tourists with great wineries across the U.S. Wine tourists rely on AmericanWineryGuide.com's comprehensive mapping of U.S. wineries, powerful winery search, in-depth winery profiles, editorial and visitor reviews, aggregated wine critic ratings, and links to the Internet's best wine tourism articles to identify their ideal wineries and create custom wine tasting itineraries. The winery search engine is available at <http://www.americanwineryguide.com/wineries/>

###