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Date: July 28, 2009

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PS I Love You Launches the First Wine Advocacy Network Site

<http://petitesirah.ning.com/>

Windsor, CA – Social media is the latest buzz, and yet for PS I Love you – as new as this social-type of network is – this still seems like a long time coming, because PSILY has been playing with it for a few years now. With the advent of Web 2.0, the process of driving change on the Internet to a more user friendly version as the second generation of web development and web design, it seemed that PS I Love You needed to act immediately, once the technology was released. To do this properly, however, took a few years of actually working the system.

Web 2.0 is characterized as facilitating communication, information sharing, interoperability, user-centered design, and collaboration on the World Wide Web. Given these features, the benefits for members to manage their own content on a Petite Sirah community-based Website are simply a win-win process.

As with all non-profit groups, volunteers are critical to the success of any group. Without having a strong neighborhood membership from which to pull (members are based all over the states of California, Oregon (Spangler Vineyards), and Washington (Masset Winery), much of the workload and volunteerism have fallen on a few very, strong shoulders. Realizing that the commitment to spending copious volunteer hours uploading new files to a Website could be as easy as handing it off to each brand to do for itself, this Website (petitesirah.ning.com) was born. Now, the challenge is to teach each brand not adept in social media how to best utilize this type of community for its own benefit. This will take less time, though, than having to update code for each winery as the need arises.

This doesn't replace the PSILY Website. It simply is a new feature to the existing site.

As soon as the word was put out that there was a social media network, some early adopters joined the community. This immediate reaction just proved how long the members of PS I Love You have been ready, willing, and able to manage their own content. The vehicle for doing that is this new Website. The following early adopters, including the consumer portion of this group ~ referred to as **grouPieS** ~ have begun the PS Community site's activities and news:

Clayhouse Wines

EOS

GrapeCrafter

Hardy Wallace (grouPieS)

Honey Airborne (grouPieS)

Judds Hill

Lanza Vineyards

Laurin Beckhusen (grouPieS)

Lava Cap

Line 39

Lowell Jacobson (grouPieS)

Miro Cellars

Mounts Cellars

Parducci Wine Cellars

Ridge

Robert Biale

Stags Leap

Suisun Valley GGA

Vezer Family Vineyard

Vina Robles

Wooden Valley Winery

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