



National Public Relations Media Kit

January 2013



CELLAR
ANGELS

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Introduction to Cellar Angels

Cellar Angels was created by a compassionate group of wine-loving friends intent on supporting good causes one wine bottle at a time. Our mission is simple: *Exquisite Wine. Extraordinary Causes. Exclusive Prices.*

- *Exquisite Wines:* As a personal wine concierge, we connect members directly to high quality, award-winning wineries that focus on small production, premium offerings
- *Extraordinary Causes:* We donate a portion of the proceeds from each sale to the charity of our members' choice
- *Exclusive Prices:* Members have access to incredible discounts offered exclusively by our winery partners

Cellar Angels is committed to providing our members with a positive wine experience. We offer behind-the-scenes videos of each featured winery, access to recipes and tasting notes on each wine and access to an online chat during the sale. We also offer select purchase opportunities that include meeting the winemaker, visiting the winery for VIP tastings and receiving signed bottles.

Cellar Angels is also committed to our members' desire to support good causes. Purchasing members select from a list of partnering charities to direct us where to send our donation. These charities have been screened for quality, commitment and effectiveness in their chosen mission and are featured in detail on our website.



How We Work & Why We Are Different

Exclusive Membership

Cellar Angels is an online private membership program. To become a member, guests must register for a complimentary membership at www.cellarangels.com or receive an invitation from a current member.

Access to Members-Only Private Offers

Our members receive exclusive access to our weekly offers with the opportunity to obtain world class wine at incredibly low prices, unheard of by our competition. The agreement with our partnering vineyards doesn't even allow us to reveal our prices publicly. Only one wine is offered each week, ensuring only the best quality wines are presented.

Wine Delivered Directly from the Vineyard

Unlike online distribution sites or liquidators, we partner directly with our select wineries to introduce, promote and generate excitement around their unique wines. Purchases made from our partnering wineries are shipped directly to the consumer's door, as if our members had selected and picked it up from the vineyard themselves.

We Support Extraordinary Causes

Cellar Angels helps support many extraordinary charities with every bottle purchased. Our members get to select which of our partnering charities they'd like to support with their sales proceeds.



Our Member Benefits

- Access to hand-selected, boutique wines at members-only pricing
- Exclusive, behind the scenes information on featured wineries
- Detailed tasting notes from the winery
- Informational and educational video featuring each wine and winery
- Recipes perfectly paired with each wine selection
- Unique wine, lifestyle and charity content via our blog, *The Daily Flight*
- Members-only invitation to participate in online chats during the sale
- Personal call from the winemaker with each purchase
- Exclusive purchase bonus offers ranging from VIP tours and tastings, calls from the winemaker, signed bottles and shipping discounts



Where To Find Us

- Website:** www.cellarangels.com
Blog: blog.cellarangels.com
Facebook: Cellar Angels, www.facebook.com/cellarangels
Twitter: @CellarAngels, www.twitter.com/cellarangels
YouTube: Cellar Angels, www.youtube.com/user/CellarAngels
Vimeo: Cellar Angels, <http://vimeo.com/user9113372>
LinkedIn: www.linkedin.com/company/cellar-angels
Pinterest: Cellar Angels, www.pinterest.com/cellarangels/
Logo: <http://blog.cellarangels.com/media/Cellar-Angels-logo.eps>



In The News

[Cellar Angels Introduces Flat Rate Shipping on Wine](#) (Jan 2013)

[Wine Oh TV Live Radio Show with Cellar Angels](#) (Nov 2012)

[Texas Living features Breast Cancer Awareness Wines](#) (Oct 2012)

[Legendary Napa Winery St. Supery Estate to Partner with Cellar Angels For Unprecedented Wine Offer](#) (Oct 2012)

[CNN Hero and Wine To Water Will Partner with Cellar Angels](#) (Sept 2012)

[Steven Seagal and Friends Offer Wine Advice...Leeza Gibbons supports Alzheimer's research with Cellar Angels](#) www.winespectator.com (Aug 2012)

[Save-A-Pet to Partner with Cellar Angels](#) (Aug 2012)

[Leeza Gibbons Partners with Cellar Angels to Benefit Alzheimer's Caregivers](#) (July 2012)



In The News

[Mommy Needs Wine? Drink for a Cause](http://www.glamalife.com) www.glamalife.com (06.06.12)

[Cellar Angels: funding charities with great wine](http://www.Blip.tv) | Eat Drink Explore www.Blip.tv (05.29.12)

[Cellar Angel Jenny McCarthy](http://www.winespectator.com) www.winespectator.com (05.24.12)

[Fine Wine Made Exclusively for Jenny McCarthy and Only Available Through Cellar Angels](#)
(05.22.12)

[Cellar Angels' Partnership Will Create Awareness and Double Contributions for Vasculitis Foundation](#)
(05.17.12)

[NYC's Most Charitable Raise A Glass - And Funds - For Heart Transplant Patients At Hope For Hearts Benefit](http://www.hopeforheartsfoundation.org) www.hopeforheartsfoundation.org (03.01.12)

[Mario Andretti - Auto Racing's Greatest Driver - to Partner With Cellar Angels for Charity Fund Raising](#) (02.28.12)

[Hope for Hearts Partners with Cellar Angels](#) (02.12.12)



In The News

[Jenny McCarthy's Organization, Generation Rescue, Partners With Cellar Angels to Help Children With Autism Spectrum Disorders](#) (02.07.12)

[Wine Lovers Can Win Napa Excursion from Cellar Angels and 'OMG I need a glass of wine or I'm gonna sell my kids'](#) www.eatnlisten.com (01.05.12)

[Mutineer Magazine Partners with Cellar Angels to Support A Child's Right](#) (11.16.11)

[Old Vine Zin Show 107 | Cliff Oehlman, Sandole Wines, Cellar Angels](#), www.oldvinezinfandel.com

[Old Vine Zin Show 106 | Duane Dappen, D-Cubed TeleTasting](#), www.oldvinezinfandel.com

[Cellar Angels: A Unique Wine-Philanthropy Group](#) www.eatdrinkbetter.com (10.21.11)

[Cellar Angels Continues Impressive Growth with Addition of Three New Charity Wine Partners](#)
(10.12.11)

[Life Between the Vines Special Podcast: Cellar Angels-Martin Cody](#) www.lifebetweenthevines.com
(10.11.11)

[Charity + Wine = Cellar Angels](#), www.crwinenuts.blogspot.com (09.25.11)



In The News

[*Sonoma County Wineries Partner with Cellar Angels for Online Wine Charity Event: A Wine-Buying Opportunity that will Alter a Life and Change the World*](#) (09.06.11)

[*100 Niche Deal Sites Every College Student Should Know*](#) www.onlinecollegesanduniversities.net (Sept 2011)

[*Cellar Angels, Wine and Charity*](#), www.winetrailtraveler.com (07.11.11)

[*High Gas Prices Fuel Push for Telework at Small Businesses*](#) www.chicagobusiness.com (07.11.11)

[*Cellar Angels: A Win-Win-Winning Way of Selling Wine*](#) www.napavalleyregister.com (07.07.11)

[*5 Lifelong Wine Tips You May Not Already Know*](#), www.lajollamom.com (07.06.11)

[*Raise a Glass to U.S. Soldiers*](#), www.foodspring.com (July 2011)

[*A 'Thank You' Toast to U.S. Armed Forces One Sip at a Time*](#) (06.22.11)

[*Message in a Wine Bottle: Save the Oceans*](#) (06.01.11)



In The News

[Cellar Angels Is Featuring Highly Rated Wine from Napa Valley Legend Robert Keenan Winery](#) (05.04.11)

[Live Well, Love Much, Laugh Often... Shop Consciously](#), thebabblingblonde.blogspot.com (02.24.11)

[Zero Gravity Giving – One Charity at a Time](#), www.rebelbrown.com (02.21.11)

[Hollywood Screenwriter and Winery Owner Robert Kamen Partners with Cellar Angels](#) (01.05.11)

[The Charity Winemaker Movement: Support the Cause](#), www.dallaswinechick.com (12.14.10)

[Chicago Marketing Company Representing High-End Wineries Secures Auction Napa Valley as Charity Partner](#) (11.03.10)

[Toast to a Good Cause!](#), www.jimmyv.org (10.13.10)

[Cellar Angels Partners with The V Foundation to Raise Funds for Cancer Research](#) (10.12.10)

[The Best of Napa & Sonoma Direct to Your Door; Unique Website Allows Charity Selection by Members During Weekly Wine Events](#) (09.21.10)

[Daily Wine Deals](#), www.wineline.blogspot.com (09.06.10)



Winery Partner Videos



Silverado Vineyards



Zacherle Wines



Andretti Winery



Landy Vineyards



J.T. Snow & Toolbox Wines



Robinson Family Vineyards



Winery Partner Videos



Michel-Schlumberger



Modus Operandi



Delgadillo Cellars



Cafaro Cellars



Clif Family Winery



Blanchard Family Wines



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Winery Partner Videos



Truchard Vineyards



Kamen Estate Wines



Grgich Hills Estate Winery



Silverado Vineyards



The Corley Family



Schweiger Vineyards



Our Current Charity Partners



Leeza's Place / Leeza's Care Connection

www.leezasplace.org

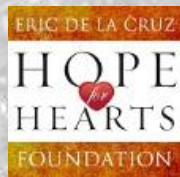
Leeza's Place is "A Place for Family Caregivers", a community gathering place and resource center committed to providing free support services, resources and programs for family caregivers taking care of a loved one with a memory disorder or any chronic and/or progressive illness.



Generation Rescue

www.generationrescue.org

Generation Rescue is dedicated to recovery for children with autism spectrum disorders by providing guidance and support for medical treatment to directly improve the child's quality of life for all families in need.



The Eric De La Cruz Hope for Hearts Foundation

www.hopeforheartsfoundation.org

The Eric De La Cruz Hope For Hearts Foundation has been formed to honor the memory of Eric De La Cruz and fulfill his wish that no heart transplant patient would ever again have to suffer because of a lack of insurance or the inability to pay for life-saving medical treatment.

Our Current Charity Partners



The V Foundation

www.jimmyv.org

Founded in 1993 by ESPN and Jim Valvano, the passionate and committed former NC State basketball coach and award-winning broadcaster, *The V Foundation* was solely developed to eliminate cancer and strives to maintain the lowest overhead among research fundraising organizations, to increase funding for cancer research year after year and to monitor performance of scientists through annual reporting.



The Snowman Fund

www.snowmanfund.com

The Snowman Fund's mission is to raise awareness of and funding for research that one day will stop the progression of Wolfram syndrome, a devastating childhood disease that results in diabetes and the degradation of the nerve cells in the eyes, ears and brain and in 60% of cases, death before the patient's 30th birthday.



A Place to Bark

www.aplacetobark.com

A Place to Bark's mission is to provide assistance and care to animals in need by working together with other animal welfare agencies, uniting and doing their part to create a win/win situation for every adoptable animal that comes into the program.

Our Current Charity Partners



Soldiers' Angels

www.soldiersangels.org

Soldiers' Angels is a volunteer-led organization providing aid and comfort to the men and women of the United States Army, Marines, Navy, Air Force and Coast Guard, including veterans, wounded personnel and families.



Shining Service Worldwide

www.shiningserviceworldwide.com

Shining Service Worldwide (SSW) is an organization that supports women currently serving in the military, military vets and military spouses.

sea•thos
FOUNDATION
The Ocean's Voice

Sea•thos Foundation

www.seathos.org

The Sea•thos Foundation exists to promote education and awareness of the human impact on the world's oceans. Join the movement and help save the oceans.

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Our Current Charity Partners



Save-A-Pet

www.saveapetil.org

Save-A-Pet is a not-for-profit, no-kill adoption center dedicated to finding loving, quality homes for each cat and dog in its care. The center strives to create an environment which enhances both awareness of and support for the humane treatment of animals.



Pediatric Cancer Research Foundation

www.pcrf-kids.org

Pediatric Cancer Research Foundation's mission is to improve the care, quality of life and survival rate of children with malignant diseases. The organization supports laboratory research that translates into immediate treatment for children with cancer.



Ophthalmic Women Leaders

www.owlsite.org

Ophthalmic Women Leaders (OWL) is dedicated to the advancement of women in the eye care industry. OWL works to help women around the world develop the leadership skills to advance in their careers, leverage relationships and improve work/life balance.

Our Current Charity Partners



Wine to Water

www.winetowater.org

Wine To Water is a non-profit aid organization focused on providing clean water to people in need around the world. Nearly 1 billion people in the world today lack access to adequate water and 2.5 billion people lack access to improved sanitation. Wine To Water is devoted to fighting this epidemic.



Clinica Verde

www.clinicaverde.org

Clinica Verde is new model of care for families in need – a global prototype of an environmentally sustainable health clinic for Nicaraguan women and children living in poverty. With their whole health approach, they provide not just clinical care, but health and nutrition education in a sustainable community environment.

The logo for The Ounce, featuring the text 'the Ounce' in a white, lowercase serif font on a purple rectangular background.

the Ounce

Ounce of Prevention

www.ounceofprevention.org

Since 1982, *The Ounce of Prevention Fund* has offered children in poverty the best chance for success in school and in life by advocating for and providing the highest quality care and education during the first crucial years of their lives.

Our Current Charity Partners



Sound Community Services

www.soundcommunityservices.org

Sound Community Services, Inc. (SCSI) is a private, not-for-profit organization dedicated to educating and assisting individuals with behavioral health needs to achieve independence and integrate into the larger community.



Ilya Peckerman Fund benefiting Vasculitis Foundation

www.vasculitisfoundation.org/peckermanfund

Under the arm of the Vasculitis Foundation, the Peckerman family launched the Ilya Peckerman Fund to help raise money for specific initiatives within the foundation. Their goal is to bring awareness, increase education, and assist in funding new research via the fashion industry, where designers donate percentages of sales and create unique products specifically to benefit the cause.



FAQ's

Why is Cellar Angels unique?

Cellar Angels is an online organization that partners directly and exclusively with wineries to offer wine directly to the consumer. Through this unique partnership, we offer our partner wineries an opportunity to introduce, promote and generate excitement around their wines, while helping generate dollars towards charity. This charitable giving is part of our DNA, a noteworthy aspect that differentiates us from other wine e-commerce sites.

What inspired Cellar Angels to donate a portion of their proceeds to charity?

The founders of Cellar Angels have a passion for giving back. We hand pick causes that are close to our hearts and feature only a select group of exclusive charity partners so each has an opportunity to benefit from the donation process. Our members are able to customize donations to their charity of choice.

When did Cellar Angels launch?

Our first offer launched in November 2010.

What are the benefits to becoming a member?

Our members not only receive access to amazing boutique wine deals at discounted, members-only pricing, they can take advantage of donating to their partner charity of choice, winery behind-the-scenes videos, tasting notes, food pairings, industry updates via Cellar Angels' blog, *The Daily Flight* and winemaker webinars (coming soon).



FAQ's

What are the advantages to becoming a winery partner?

Cellar Angels' goal is to develop long-term marketing partnerships with our wineries and to continually enrich and reward the buyer's experience. We partner with our wineries to: develop and film unique, promotional video content for featured events, feature their winery on our website, promote them via extensive social media outlets, develop food pairings and tasting notes to feature on the website, and provide a post-event Q&A winemaker webinar to all purchasers (coming soon).

How does Cellar Angels select the wines?

We have a deep-rooted connection in the wine industry and choose to partner with small and family-owned wineries that produce high end and often low-production wines.

What is HR 5034/HR1161?

This bill is a proposed legislation that would ban direct shipping of wine, beer, and spirits to consumers. Check out our blog for more information and why we are strongly against this bit of legislation: http://bit.ly/Blog_HR5034

What is The Daily Flight?

The Daily Flight is Cellar Angels' official blog site. Follow the discussion at www.cellarangels.com/blog.



For More Information

Press & Media Relations
media@cellarangels.com

Charity Relations
charities@cellarangels.com

Winery Relations & Inquiries
wineries@cellarangels.com

