

FOR IMMEDIATE RELEASE**CONTACT:** Napa Technology

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info@napatechnology.comwww.napatechnology.com**Vince & Joes introduce WineStation® technology to legendary gourmet market**

Cutting edge technology affords try before you buy options for savvy buyers

April 22, 2010— Santa Clara, CA Since 1983, The Vitale family has operated Vince & Joe's Gourmet Markets with a passion fueled by the desire to provide the best in food, wine and experience to their loyal guests. The addition of the WineStation® by Napa Technology to the Shelby Township location, takes the already distinguished wine program to the next level in customer service.

The WineStation® is the world's first automated temperature-controlled, wine dispensing and preservation system that provides a serving solution affording a unique try before you buy opportunity for both the discerning to novice wine consumers.

"We are dedicated to making every visit to Vince and Joe's memorable, and the WineStation® has improved the customer experience not only in the wine department but in the entire store. It brings shopping to a whole new level," said Wine Director, Ted Ross.

With the ability to set and measure the volume for each wine poured, the WineStation® invokes a unique and memorable wine tasting experience. For the first time, guests are able to experience a broad range of featured wines that are pristine in taste with every pour.

"The partnership with Vince and Joe's was a perfect pairing of companies dedicated to creating extraordinary consumer experiences. The WineStation will allow them to stand out from the competition while introducing smart business solutions," said Nick Moezidis, Vice President of Sales and Marketing and co-founder of Napa Technology.

About Napa Technology

Napa Technology is the designer and manufacturer of WineStation®, an innovative Intelligent Dispensing Solution. WineStation® is a breakthrough product designed to drive revenues and maximize the profitability of each bottle. WineStation® has been adopted by the hospitality,

entertainment, arena's and food service industries as a new way to serve, preserve, increase sales and capitalize on available customer preference data.

About WineStation®

WineStation® is the first intelligence-based, automated, temperature-controlled wine dispensing and preservation system. The product delivers a “just opened” taste experience for up to 60 days once the bottle has been corked. Enhancing this technology, WineStation® reports the trends of popular bottles, sales reporting for both individual servers as well as individual customer preference. The result: good quality wine for the customer and higher profits for the business owner.

Napa Technology™, WineStation®, Clean-Pour™ , AccuServe™, Intelligent Dispensing System™ are registered trademarks of Napa Technology LLC.

About Vince and Joe's

Vince & Joe's Gourmet Market is known for celebrating their passion for food that embraces the importance of life and family. Since 1983, The Vitale Family has shared that passion with their customers by providing an outstanding variety of the highest-quality foods and beverages with the personalized attention and value their customers deserve. Vince & Joe's Gourmet Market operates two locations; Clinton and Shelby Township location. The WineStation® can be found at 55178 Van Dyke Ave, Shelby Township, MI 48316. Their business hours are Monday-Saturday: 8am - 8pm, Sunday: 8am - 7pm.

For more information about Vince and Joe's please contact:

Ted Ross

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