



For Immediate Release

New Wine Collection Launches Today: Underdog Wine Merchants launches flipflop wines with a charitable shoe tie-in program

Expressive and well-balanced, flipflop wines offer exceptional value and a chance to do good through its partnership with Soles4Souls, who will give a pair of flip-flop sandals to those in need for every bottle of wine purchased

LIVERMORE, CA (January 25, 2011) Underdog Wine Merchants announces the release of flipflop wines, a brand new collection of expressive, well-balanced wines that are a perfect fit with today’s more casual lifestyles. Underdog Wine Merchants is also excited to announce the formation of an unprecedented partnership with Soles4Souls Inc., the international shoe charity dedicated to providing free footwear to those in need. The program will raise much needed funds to give shoes and provide one pair of flip-flop sandals for each bottle of flipflop wine purchased this year (up to 100,000 pairs for the first 100,000 bottles sold, where promotion is legal).

“I am excited to be able to craft expressive wines for everyday enjoyment, and to make a meaningful contribution to a worthy cause at the same time,” says David Georges, vintner for flipflop wines. “For anyone looking for a wine that expresses true varietal character at a great value, flipflop is the perfect choice. These wines are comfortable, unpretentious and they deliver on taste. And, at only \$7 (SRP) a bottle, they are an exceptional value.”

The flipflop wine collection includes Chardonnay, Riesling, Pinot Grigio, Moscato, Cabernet Sauvignon, Merlot and Pinot Noir. “With seven varietals, there is a flipflop wine for everyone, which is why we say ‘to each, their own’” says Georges. flipflop wines are available in the United States from Underdog Wine Merchants and are also available online at <http://underdogwinemERCHANTS.com/underdog-wines-flipflop>. All wines have a suggested retail price of \$7. Learn more at www.flipflopwines.com.

As part of the launch, flipflop wines have also partnered with Soles4Souls to give away one pair of flip-flop sandals for every bottle of wine purchased up to 100,000 pairs (where legal). “This is an unprecedented

partnership and one that I am very proud of” says Georges who will visit several distribution centers in the United States and abroad to help give away shoes. The program launched in January 2011 with a visit by Georges to Soles4Souls partner shoe distribution center in Ripon, California and a company-wide shoe drive for contributions of new and slightly used shoes by Underdog Wine Merchants employees and friends. “We are thrilled to be working with Soles4Souls and helping them reach their goal of 11 million pairs of shoes in 2011,” Georges said.

About Underdog Wine Merchants

Underdog Wine Merchants is the champion of the more interesting, albeit sometimes misunderstood or under-appreciated, wines and wine styles; in a word, the “underdogs” of the wine world. We work with domestic and international winemakers to craft unique, esoteric wines that are distinctly characteristic of their origins and variety and bring wine lovers those true gems. Our current portfolio of wines includes wines from California, Washington, France, Italy, Germany, Argentina and New Zealand. For more information about Underdog Wine Merchants, visit <http://www.underdogwinemerchants.com>. Underdog wines, always the most interesting pick of the litter.

About Soles4Souls

Soles4Souls collects, recycles and reuses shoes from warehouses of footwear companies and closets from individuals. It distributes usable shoes to people in need around the world (recycling comprises less than 2% of donated footwear). Since 2005, Soles4Souls has given away over 13 million pairs of new and gently worn shoes (currently distributing one pair every seven seconds). The shoes have been distributed in 125 countries, including Haiti, Kenya, Nepal and the United States. For more information, www.soles4souls.org

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