



FOR IMMEDIATE RELEASE

PR Contact:
Field & Associates, 713-869-1856
Katrina Esco, Sarah Sims
info@fieldpr.com, www.fieldpr.com

Vinturi: www.vinturi.com

**INTRODUCING VINTURI WHITE WINE AERATOR:
FIRST-EVER AERATOR DESIGNED EXCLUSIVELY FOR WHITE WINE**

CARLSBAD, Calif., April 27, 2009 – Exica, Inc., the pioneer of modern wine aeration responsible for the widely heralded Vinturi Red Wine Aerator, today launched the Vinturi White Wine Aerator, the first-ever aeration tool exclusively designed for use with white wine.

Following the success and numerous accolades achieved by its red wine counterpart, the Vinturi White Wine Aerator proves what was once dismissed – the need to aerate white wines – and confirms that proper aeration will similarly enhance the white wine experience. Vinturi White Wine Aerator uniquely accelerates the white wine breathing process, enabling wine drinkers to fully enjoy their wine from the very first sip. Instantly Vinturi White Wine Aerator will deliver a better bouquet, enhanced flavors, and smoother finish.

"Most people understand the advantages of aerating red wines, yet don't realize that white wines also benefit," says Tasting Room Manager at PlumpJack Winery and CADE Winery, Joshua E. Zanow. "With the Vinturi White Wine Aerator, the tropical fruits of PlumpJack's Reserve Chardonnay jump from the glass and the more subtle mineral notes of CADE's Sauvignon Blanc immediately become apparent."

Since its launch in 2007, Vinturi Red Wine Aerator has reinvented the standards for aeration, quickly becoming the best selling wine accessory in both retail stores and online, being used by notable restaurants nationwide, and becoming the chosen aeration tool of over 100 Napa Valley and Sonoma wineries. While Vinturi White Wine Aerator is built upon the same successful design principles that have made the Vinturi Red Wine Aerator the industry standard for aeration, it employs a different aeration engine that is specifically calibrated for white wines.

"With Vinturi White Wine Aerator, we have perfected the breathing process for white wine. The improvements that white wine demonstrates using this aerator are as noticeable as for red wine," says Rio Sabadicci, inventor of Vinturi and CEO of Exica, Inc. "Feedback has been extremely positive and we are proud to be the leaders to enhance the wine experience, now for both red and white wine."

To use, simply hold Vinturi White Wine Aerator over a glass and pour wine through. Carefully designed to blend beautiful form with function, Vinturi White Wine Aerator draws in and mixes the proper amount of air for the right amount of time, allowing wine to breathe in the time it takes to pour a glass.

Early feedback from industry experts has been incredibly positive. Says Danielle Salone, Merchandise Manager of Jacuzzi Family Vineyards and Cline Cellars in Sonoma, "At our winery we tout the benefits of the Vinturi, pouring only reds through it, but when we tried the Vinturi White Wine Aerator, we were amazed at how positively it affected the taste of the whites. We are excited to offer our customers the same benefits to our fine white wines as our reds."

Patent-Pending Design

Vinturi applies Bernoulli's principle, which states that as the speed of a moving fluid increases, the pressure within the fluid decreases. When wine is poured in the Vinturi, its design creates an increase in the wine's velocity and a decrease in its pressure. This pressure difference draws in air, which is mixed with wine for perfect aeration.

What are the benefits of using a Vinturi?

A Vinturi delivers a better bouquet, enhances flavors and offers a smoother finish. Any wine that benefits from aeration will be improved by use of the appropriately designated Vinturi.

A better bouquet: Sample the nose of the wine. You'll appreciate the subtle aromatic differences and the full aroma of the wine. Vinturi allows wine to display its intended aromas.

Enhanced flavors: Take a sip. Vinturi aerated wine tastes better, richer and more expensive; more flavorful with better mouthfeel.

A smoother finish: Vinturi aeration results in a much more pleasant and extended finish. Any bitterness or bad aftertaste is reduced or eliminated.

The suggested retail price is \$39.95. It is widely available at www.amazon.com, Bed Bath & Beyond, Crate & Barrel, Sur La Table, Wine Enthusiast and www.vinturi.com. For more information, contact www.vinturi.com.

About Vinturi

Vinturi, a sleek and elegant wine accessory that speeds up the aeration process with ease and convenience, has become the modern standard for enhancing the wine experience. Vinturi allows wine to breathe in the time it takes to pour a glass, instantly delivering a better bouquet, enhanced flavors and smoother finish. Products include the Vinturi Red Wine Aerator, exclusively designed for use on red wine; and the Vinturi White Wine Aerator, exclusively designed for use on white wine.

Inventor and CEO, Rio Sabadicci, developed this unique product that combines form and function to enable consumers to fully enjoy their wine from the very first sip and enhance the wine experience. Launched in 2007, The Vinturi Red Wine Aerator is already certified for use and sale at over 100 Napa Valley and Sonoma wineries.