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FOR IMMEDIATE RELEASE

CellarMan Lite – Free Cellar Management Software

Chicago, USA, 1 December 2010: Digital Vineyards announces the release of its free, web-based cellar management program, CellarMan Lite. CellarMan Lite is a 'use anywhere' Internet based application which accurately records and maintains the contents of a user's wine cellar.

The user adds bottles to their cellar by drawing on information in a reference database and adding purchase information such as cost and place of purchase. Wines can be tagged with a location of where they are stored and then listed by location or a variety of other parameters, such as vineyard name, type, vintage, drink by dates or date added. Clicking on a wine in the list will show full wine details, including the winemaker's notes, bottle labels and food pairings.

Bottles can be highlighted in the list based on Drink By dates, to indicate that they are ready to drink, allowing the user to better maintain their cellar.

When a wine is consumed, the user can add tasting notes and score it using a 100 point scale, or our 'quick score' method of rating the wine by its quality and value for money.

CellarMan Lite uses the same reference database as the more feature rich package, CellarMan. CellarMan's reference database contains details of thousands of vineyards and wines from all over the world, including: wine region, winemaker, label, vintage, closure type, barcode, tasting notes, food pairings, awards and much more. If a wine is not in the database, then the user can add it, at the same time contributing to a common resource that all users can access.

As an Internet application, there is nothing to download or install. CellarMan Lite simply relies on a browser to access the user's cellar. Database updates, program updates and corrections become effective immediately - no waiting for next year's update release. As an Internet application, there are opportunities to interact with other users through forums, note-sharing and even a world wide tasting event calendar.

CellarMan Lite, like it's cousin CellarMan, can be fully accessed on your iPhone, iPod Touch, iPad or Android device.

Each user's information is securely stored on a central server, backed up and maintained by Digital Vineyards. Users can also download their own information for local storage and peace of mind.

"CellarMan Lite is the correct choice for consumers wishing to begin storing wine and keeping track of notes and comments on wine they like or dislike", said David Basell, CellarMan's creator. "And best of all, it's free".

CellarMan Lite makes collecting, storing and drinking wine easy and fun.

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