

PRESS RELEASE, OCTOBER 5th, 2009

Introduction of sophisticated software will aid growth of Canadian wine industry

Calgary, October 5th, 2009 - The adoption of sophisticated software in the Canadian wine industry is the latest indication of the industry's growing maturity, says a leading consultant.

"From triple the sales in just a decade, increased international investment in domestic wineries and a plethora of awards in world-class competitions, it's clear the Canadian wine industry is coming of age," says Carrie Saunders, VP Sales of Zuna Inc. "As the industry matures, it's requiring more sophisticated tools to help manage the growth," she says.

Calgary-based Zuna has partnered with Elypsis Inc., a leading US solutions provider to the wine industry, to bring a complete business software solution localized for Canadian wineries. Elypsis has more than 200 wineries as clients and brings two decades of experience to its integrated software tool developed specifically for wineries.

Elypsis Winery™ - powered by Microsoft Dynamics-NAV® platform - manages all facets of a winery; from accounting and remote sales entry to customer relationship management (CRM) complete with e-mail, tracking and reporting functions. Other features of the software include; credit card processing, point of sale integration with Microsoft Dynamics Retail Management System®, tracking of allocations, depletions, placements and distribution and wine club management.

"Zuna's partnership with Elypsis means Canadian winery operators will have a lot fewer headaches and a lot more time to run their growing business," says Harvey Grant, CEO and Founder of Elypsis.

"We're very excited to be able to bring this tool to Canadian wineries and be a part of their growth," he says. "Industry watchers believe Canadian wineries are where Napa Valley was ten years ago, and we think this tool will help them on the international stage," says Grant.

"We want Canada's 500 wineries to be the best they can be," adds Hark Dhunay, President of Zuna. "And, we think this partnership will assist in that development."

About Zuna Inc.

A Gold Certified Microsoft® Partner, Zuna's founders have more than 25 years experience working with Microsoft Business Solutions. The consultancy was founded with a vision for lasting and mutually beneficial partnerships, and it has formed strategic partnerships with leading industry solution providers around the world.

About Elypsis Inc.

Elypsis is the leader in supplying wineries with integrated software solutions that optimize business operations and retail sales management. Its customers include some of the largest wine producers in the world, the most respected boutique wineries in North America and world class small and medium size winery and wine retail operations. As a Gold Certified Microsoft® Partner, Elypsis products are developed on the foundation of the Microsoft Dynamics® product line.

###