



FOR IMMEDIATE RELEASE

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W.I.N.O.S. Launches New Membership Program

Blowing Rock, NC – Bonnie Jesseph has met a few W.I.N.O.S. in her days. As the president and C.E.O. of W.I.N.O.S.TM(Women In Need of Sanity), a company that manufactures and markets humorous wine-themed cookbooks, partyware, accessories and apparel, she travels the country promoting her products and meets women who have become raving fans.

“Whenever we have a booth at a wine festival or at a merchandise mart, women take one look at the woman diving into a wine glass and say, ‘Sign me up!’”, said Jesseph. “That’s when the lightbulb went off and I thought we do need a club for these women and then I was approached by a group of women in Chicago to set up the first chapter.”

Social societies such as the Red Hat Society and Blue Thong Society have grown in popularity in recent years as women look to redefine their lives and place a larger emphasis on the importance of their friendships and connections with other women. The main purpose of the W.I.N.O.S. BuddiesTM program is to bring together women of all ages and backgrounds who share a common interest in wine, cooking and camaraderie with an emphasis on giving back to their communities.

“The main focus of our groups is getting together and giving back. A discernible difference with W.I.N.O.S. is the philanthropic component and we use the tag line, ‘Making a difference with every sip.’ We wanted to put together a meaningful membership program that will provide the platform to easily do this,” said Jesseph.

Women can join W.I.N.O.S. Buddies through the website and establish a chapter in their own city. Members receive special discounts, monthly newsletters, access to chapter meetings and programs and the ability to give back to a charitable organization of their chapter’s choosing. A special W.I.N.O.S. BuddiesTM cruise is planned for Spring 2009, which will provide social

networking opportunities for all chapters as well as special programs on wine education and cooking demonstrations.

“I’m very excited about the launch of W.I.N.O.S. Buddies program,” said Jesseph. “I’m living my dream and the best part of this company is the women I get to meet and the friendships I’ve made. I can’t wait to bring this camaraderie and fun to other women who share a passion for wine, eating, friendships and philanthropy.”

About W.I.N.O.S.™

Headquartered in Boone, North Carolina, W.I.N.O.S.™(Women In Need of Sanity) is all about cooking, eating, laughing, enjoying wine, friends, family and most of all having fun. The company’s goal is to offer cookbooks, apparel and accessories with a sense of humor. W.I.N.O.S. operates with a high set of standards, a sense of purpose and the desire to give back with a portion of the profits dedicated to the prevention of breast cancer, heart disease and domestic abuse. The W.I.N.O.S. Buddies™is a social membership program with chapters being established across the country. To learn more about the company, please visit www.winoshavefun.com.

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