



Snooth Fact Sheet

Product:

What is Snooth?

Snooth is a revolutionary web-based social shopping experience that is simplifying how people select, interact with and purchase their favorite wines.

Snooth is the world's most comprehensive wine database, featuring millions of reviews and hundreds of thousands of wines. It offers both casual and aspiring wine drinkers personalized wine recommendations, ratings & reviews, as well as a wine information search tool that seamlessly connects users to the websites of top online merchants and wineries worldwide.

Snooth launched in June 2007.

Technology:

How does Snooth do it?

Using a powerful recommendation engine, Snooth leverages information entered by users to generate uniquely personalized wine recommendations. Snooth's partnerships with social applications such as *Facebook*, leading web-based procurement technology providers *Beverage Media Group* and *Inertia Beverage Group*, as well as wine merchants including *wine.com*, *Sam's Wines and Spirits*, *The Wine Messenger*, *Astor Wines & Spirits*, *K&L Wine Merchants* and others, enable Snooth's members to access multiple wine reviews, then proceed directly to retail outlets or winery sites to purchase their wine.

People:

Philip James, Founder

Mark Angellilo, Software Engineer

Clint Balcom, Web and Graphic Designer

Funding:

Seed Round: \$300,000 from international investors, December 2006

Offices:

New York, NY