



CELLAR KEY

Frequently Asked Questions



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USA

Q: What is the *Cellar Key*?

A: A 2D interactive icon granting inside access to the world of wine through Smartphones, the Cellar Key educates, entertains and virtually connects the “visitor” to distinguished wineries around the globe. Through the use of a Smartphone 2D barcode reader, the user can scan the Cellar Key icon featured on the wine bottle and instantly read accolades, meet the winemaker, take a video tour of the winery and explore food and wine pairings. They can also instantly rate the wine and share their experience on social media sites, including Facebook and Twitter.

A symbol of quality, authenticity and value, the Cellar Key brings the experience of a winery to the palm of your hand. The Cellar Key recognizes wineries that are accessible, have a sense of place and are located in some of the most exceptional wine regions around the world including Argyle *Pinot Noir* and *Vintage Brut* from Willamette Valley, Oregon; St Hallett *Faith Shiraz* and *Poacher's Blend* from Barossa, Australia; Wither Hills *Sauvignon Blanc* from Marlborough, New Zealand and Argento *Malbec* from Mendoza, Argentina.

Q: What is a 2D barcode?

A: A 2D barcode is a 2Dimensional Bar Code (reads left to right and up and down), loaded with rich content. A standard UPC (1D barcode) reads only left to right, limiting the amount of information it can convey. A 2D barcode is similar to a 1D barcode but delivers an exponentially greater amount of information and allows for some unique applications.

Smartphones, with their built-in, high-resolution cameras, can act as actual 2D barcode readers. Combining 2D codes with camera phones is known as mobile tagging and creating a link from a physical world object to a website is known as creating a hard link. The combination of these two tactics allows consumers to take instantaneous action on items or offers that interest them.

Q: What are the objectives of the Cellar Key?

A: The objective of the Cellar Key is to bring a new, innovative and brand marketing platform to the U.S. wine industry; effectively convey a sense of place and deeper understanding surrounding the wine region, producer and brand essence; capture hearts and minds and relay a real feeling of discovery; and utilize untapped technology as a vehicle to deliver education and entertainment to consumers and the wine trade.

Q: How is the Cellar Key used?

A: First, consumers will need to confirm their Smartphone has a 2D barcode reader; if not, it can be downloaded for free at www.getscanlife.com. Then, scan the 2D Cellar Key code with the Smartphone (off of a wine bottle, bottle necker, shelf talker, email campaign, website, etc.), which will signal a menu pop-up with options to play a video, or flip through a suite of information. Further information is accessible via the Cellar Key website.

Q: What specifically does the Cellar Key convey to consumers at the point of purchase?

A: First and foremost, the Cellar Key brings the wine and winery to life, giving consumers instant access to wineries around the world. The Cellar Key conveys information about the wine that consumers would not know just from reading the label, including regionality, details on the vineyards, winemaker's story, flavor profiles and suggested food pairings, as well as information on visiting and touring the wineries. The Cellar Key also allows consumers to instantly rate the wine and share their experience on social media sites, including Facebook and Twitter.

Q: What does the Cellar Key consistently represent?

A: A wine featuring the Cellar Key represents high quality, premium wine at attractive prices; wines with regional character, and access to exceptional vineyards; dynamic and relevant user content; behind the scenes and inside access to the winery; user guided product support and information; and an innovative platform with social media capability.

Q: What wines will feature the Cellar Key upon launch?

A: The Cellar Key launch will focus on premium wines in the marketplace with accessible retail price points from \$12.00 to \$25.00 USD. The breadth of products offers consumers a "virtual visit" to the most prestigious wine regions in New Zealand, Oregon, Australia and Argentina. As of September 1, 2010, the Cellar Key will be featured on:

- Argyle Brut, Willamette Valley, Oregon
- Argyle Pinot Noir, Willamette Valley, Oregon
- St Hallett *Poacher's Blend* Semillon Sauvignon Blanc Riesling, Barossa, Australia
- St Hallett *Faith* Shiraz, Barossa, Australia
- Wither Hills Sauvignon Blanc, Marlborough, New Zealand
- Argento Malbec, Mendoza, Argentina

Expansion across other wines will occur following the initial Cellar Key launch.

Q: Where will wines be sold with the Cellar Key?

A: Starting September 1, 2010, the Cellar Key will featured on wines in distribution at select retailers, hotels and restaurant across the U.S.

Q: How is a 2D barcode accessed?

A: 2D barcodes can be accessed by Smartphones that have a built-in camera and web access.

Q: What is a Smartphone?

A: A Smartphone is a mobile phone with advanced capabilities, including built-in cameras and the ability to access the Internet.

Q: How many people use Smartphones in the United States?

A: It is the beginning of a new wireless era where Smartphones are becoming the standard device consumers use to connect to friends, the Internet and the world at large. According to the Nielsen Company, 50% of American wireless subscribers are expected to use a Smartphone by 2011, up from 14% at the end of 2008. *

Six in ten American adults are now wireless internet users, and mobile data applications have grown more popular over the last year. 23% of Americans have accessed a social networking site using their phone, and 20% have used their phone to watch a video.**

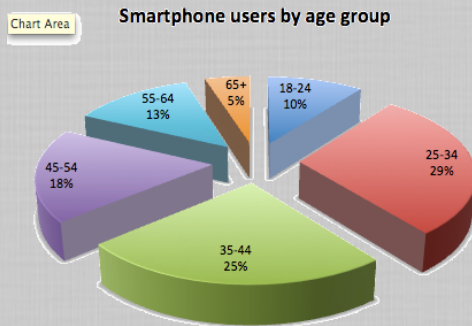
** "Smartphones to Overtake Feature Phones in U.S. by 2011" by Roger Entner, Senior Vice President, Research and Insights, Telecom Practice, Nielsen, March 26, 2010*

*** "Mobile Access 2010" by Aaron Smith, Princeton Survey Research Associates International for the Pew Research Center's Internet & American Life Project, July 7, 2010*

Q: Who uses Smartphones?

A: The Cellar Key is targeted toward adult wine consumers of legal drinking age that enjoy using technology to learn and explore more about wine. Nine out of ten in the Millennial Generation (which consists of 70 million members) own a cell phone. 65% of those individuals access the Internet on their mobile device, 48% have accessed a social networking site on their phone, and 40% have watched a video on their phone. Of Cellar Key's target audience, utilization of mobile data services is growing fastest among 21-49 year old adults.*

Data from Nielsen Mobile; graph by Hannah Kokjohn/MEDILL:



*** “Mobile Access 2010” by Aaron Smith, Princeton Survey Research Associates International for the Pew Research Center’s Internet & American Life Project, July 7, 2010**

Q: What type of 2D barcode does the Cellar Key use?

A: 2D barcodes come in many variations. Cellar Key is adopting the QR Code format. This is believed to be the most widely accepted, open source barcode format. The "QR" is derived from "Quick Response," meaning the code allows its contents to be decoded at high speed. The QR code is free for use and is easily scanned using any modern Smartphone. QR codes are “user friendly” and one of the most popular types of 2D barcodes. This code will then be converted into a piece of interactive links, videos, text, photos and more. QR Codes storing URLs may appear on just about any object that users might need information about.

Contact Information:

Please contact your local Lion Nathan representative for more information