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ZINWORLD ARRIVES SOCIAL NETWORKING MEETS THE WORLD OF ZINFANDEL

Rough & Ready and San Francisco, CA, March 2008 – Zinfandel Advocates & Producers (ZAP) announced today the launch of www.ZinWorld.org, the world's first full service internet resource center for Zinfandel. ZinWorld.org functions as a Zinfandel search portal and an online social networking site where wineries, growers and consumer/members (referred to as "Advocates") have the ability to build mini-sites, post information, exchange emails, photos, and search locations through Google Maps technology. No other wine-grape varietal has such a resource on the internet today.

ZinWorld made its debut at the ZAP Grand Zinfandel Tasting on Saturday, January 26th at Fort Mason in San Francisco, part of ZAP's four day Zinfandel Festival. "The creation of ZinWorld is a major breakthrough for ZAP," comments Donn Reisen, President of ZAP's Board of Directors (and President of Ridge Vineyards). "This investment in website technology makes new methods available to enhance our efforts to preserve Zinfandel for the future, and creates a dynamic resource for our members." Reisen describes ZinWorld as a location where members tap into a powerful, innovative search system that supports their interests. "I predict ZAP's new website will propel our organization to the forefront of the wine world by connecting those who make Zinfandel with those who enjoy drinking it, and will increase recognition and appreciation for Zinfandel as America's Heritage Wine."

Zinfandel Advocates & Producers, as an organization, established an enormous wine industry paradigm when its founding members decided that consumers would be welcomed as members ("Advocates")--- in 1991 when 22 vintners founded the group. That was an unprecedented step since most wine industry varietal- or region-specific organizations limited their membership to wineries. Today ZAP membership consists of winegrowers, winemakers and wine enthusiasts. The common focus is the preservation and recognition of Zinfandel as America's heritage wine. ZAP's membership includes approximately 300 winery-members, over 5,000 advocate-members and over 80 associate members.

ZinWorld is a prominent feature within the redesign of zinfandel.org, ZAP's Association website. A key feature of ZinWorld is that ZAP members (whether winery, advocate, associate) may now build their own unique Zinfandel web pages, called ZinWorld Mini Sites. These mini-websites are linked together with useful search options allowing visitors to find details about specific Zinfandel wines and wineries, quickly and easily.

ZinWorld was designed by Jared Krupnick (www.Pullseye.com), designer and webmaster of ZAP's official website, www.zinfandel.org

Visit www.zinfandel.org to join ZAP and research Zinfandel through ZinWorld. Zinfandel Advocates and Producers (ZAP) is a non-profit 501(c)(3) organization, dedicated to advancing public knowledge of and appreciation for American Zinfandel and its unique place in our culture and history. Contributions, grants and gifts are tax deductible to the extent allowed by law and provide support for our research and educational programs. ZAP's federal tax ID is 94-3151462.

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