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## Top Tech CEO Takes Helm at WineLog.Net

*Veteran entrepreneur and wine enthusiast Bill Loftus brings his personal passion to a thriving online social networking destination*

**Fleetwood, PA – June 9, 2007** – WineLog, the premier online destination for wine connoisseurs ([www.winelog.net](http://www.winelog.net)), announced today the appointment of Bill Loftus, serial entrepreneur and president of Gestalt, to the position of Chief Executive Officer. Loftus will be called upon to use his technology expertise, business savvy and passion for wine to enhance the social networking community's increasingly popular position in the wine space.

Touted as WineLog's largest investor, Loftus sees his new position as a natural fit. "I'm a wine connoisseur and an entrepreneur and this business presents a unique opportunity for me to combine both of those passions," said Loftus. "WineLog represents the next logical step in the evolution that social networking sites like MySpace have started. People are passionate about wine. They like to talk about, discover new wines and buy wines that other people can't. WineLog presents a new forum for these people and a new business frontier. I'm excited to work with a great team and help continue the success of this growing online social phenomenon," he continued.

WineLog, which has attracted thousands of users worldwide, has catalogued over 13,000 wines since its launch in 2005 by Philadelphia-area entrepreneurs Jason Coleman and Kim Wallmeier (who, like Loftus, is also a Villanova University alum). Since its inception, WineLog has become a favorite among wine drinkers locally and across the country, with features like custom wine recommendations, food match-up's and detailed records of wines tried by members. The cellar tracking features allow expert users and budding enthusiasts to keep track of the bottles they own and wines on their wish lists—all free of charge. Ultimately, WineLog brings Facebook functionality to the wine world.

Loftus is recognized regionally and nationally as a successful technology entrepreneur. His successes include building and selling his first company WPL Laboratories and taking Breakaway Solutions public. His current venture, a defense and energy consulting firm Gestalt, has experienced unprecedented growth since inception in late 2001 growing to almost 300 employees while working on high-profile defense and energy projects. Gestalt booked more than \$100 million in defense contracts in 2006 alone. Loftus will remain president of the Camden, NJ-based Gestalt while he leads WineLog.net.

Although Loftus is well versed in the tech industry, his arrival at WineLog marks his first professional foray into the world of Web 2.0 and online networking. "We are so excited to have Bill on the team," says Coleman, WineLog's co-founder. "Bill's guidance and

‘big picture’ foresight will allow Kim and I to focus on what we're good at -- expanding the WineLog user base and building a premium feature set,” he continued.

**About WineLog**

WineLog ([www.winelog.net](http://www.winelog.net)), a premier online destination for thousands of amateur and professional wine connoisseurs, connects nearly 3,500 wine-enthusiasts worldwide and provides a forum for social wine networking. With over 13,000 wines logged, the site includes an expansive wine library, numerous blogs and dozens of industry-related articles updated regularly, as well as useful stats on online transactions related to wine and the health benefits it yields. Members can also track their preferences on new wines to receive custom recommendations and post public comments using a five star rating system, allowing them to record the wines they enjoyed and remember which wines to avoid. WineLog, LLC is based in Fleetwood, PA.

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