



Bin 905 is Working With Wineonline.ca to Make the Wines You Love Available Anywhere, Anytime

Calgary, AB, July 21, 2009-Canadian Rocky Mountain Resorts' Wine Boutique, Bin 905, is working together with the Ontario success story Wineonline.ca to ensure that the fantastic wine selection you love from Bin 905 is available anywhere in Alberta.

With their new technology provider Wineonline.ca, Bin 905 has made it effortless to purchase great wines. Visitors can still expect the same knowledgeable service and exceptional wines that can be found at Bin 905, but with the added convenience of online shopping and home delivery. Many products are also exclusive to the website.

This is the perfect solution for those who live in a more rural setting where wine options may be limited, or busy city-dwellers who know what they like and want it fast, with no hassle. Delivery on your first order is free when you enter promo code BIN 905.

Five years ago **WineOnline.ca** launched its website with the goal of making high quality and high value wines more available to wine lovers. Launched in Ontario in May, 2004 with just a few excellent wines (thirteen to be exact), the pioneering online wine company **WineOnline.ca** now offers an unrivalled and exclusive portfolio of over 300 wines from international and local producers with delivery across the three provinces of Ontario, Nova Scotia and Alberta.

Sourcing wines throughout the world such as the highly acclaimed Domini Plus 2004 by Jose Maria Da Fonseca at \$12.95- rated 92 points by Wine Enthusiast-and the Chianti 2006 DOCG by Toscolo at \$19.95, or the "Le Nude" Chardonnay 2007 by Summer Estates,**WineOnline.ca** continues to provide wine enthusiasts and connoisseurs alike with quality wines at all price ranges from all the major wine regions.

"We are passionate about sharing our wealth of wine expertise and making excellent wine accessible to everyone –whatever your level of wine knowledge or wherever you are located, city or suburb, office or cottage" says Aaron Bick, co-founder of wineonline.ca. "We pride ourselves on delivering a first-class and highly convenient service to our growing base of over 5,000 time-pressed customers."

WineOnline.ca also offers its customers at the click of a mouse:

- Convenient and fast ‘door to door’ delivery within 1-4 days across Alberta
- No annual membership subscription fees or minimum case orders
- Number of single bottles (sparkling, ice-wines) available as great gifts
- Customer order history making it easy to re-order tried and tested favorites
- Superb value and refund policy – if you don’t like what you have ordered you can send back for refund or exchange within 30 days
- Wine accessories, glassware and books also available

Wineonline.ca Milestones – Celebrating Five Successful Years:

May 2009 – celebrates 5th birthday with expansion into third province of Alberta with partner Bin 905

April 2009 – customer base of over 5,000 with 75% “repeat business”

May 2008 – reports 100% year on year growth

July 2007- launched operations in Nova Scotia in July, 2007 in cooperation with Bishop’s Cellar,

May 2006 – reports 100% year on year growth for the 2nd year in a row.

Canadian Rocky Mountain Resorts is a family of companies consisting of Emerald Lake Lodge in Field, British Columbia, Deer Lodge in Lake Louise, Alberta, Buffalo Mountain Lodge in Banff, Alberta, and Painted Boat Resort on the Sunshine Coast of B.C. CRMR also owns four Calgary restaurants: Cilantro, Velvet, The Ranche, and Divino Wine & Cheese Bistro, as well as a game ranch, The Canadian Rocky Mountain Ranch, a Calgary wine boutique, Bin 905, and Canmore bakery, Panino. Opening in August 2009, CRMR at Home, specialty retail store and catering in Calgary. Visit www.crmr.com for more details about CRMR.

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